

## POSITION TITLE

FIELD MARKETING  
SPECIALIST

## COMPANY

Chapel Down  
Group

## ROLE BASE

Ashford, Kent  
(significant time spent on road  
in London and South East)

CAREERS FOR  
THE **CURIOUS**

### WHO ARE WE?

Chapel Down Group PLC is one of the UK's most exciting drinks companies

Producing a collection of world-class sparkling and still wines as England's leading winemaker, together with an award-winning range of spirits and Curious beers & cider.

Our reason for being is to inspire people to stay curious. To question. To celebrate. To smile more. And to never graduate from the school of life. We craft premium quality alcoholic beverages, using just the very best ingredients sourced from our vineyards and the south of England.

### KEY REQUIREMENTS

- We're on the hunt for someone to take ownership of our humble brands, and help turn even more people across the UK into lovers of premium English drinks.
- Our Field Marketing Specialist will be tasked with creating and delivering targeted marketing plans in line with the wider business strategies and priorities. You will ensure relevance and synergy with our events and brand partnerships, build strong local networks, generate unique brand assets to support our activations, and produce amazing content to create engagement and a memorable experience of some of the UK's most exciting premium drinks.
- The role sits within our brand team, reporting into the Head of Marketing, and will work closely with the marketing and sales sub-departments as well as our retail teams.

### KEY RESPONSIBILITIES

- Manage Curious Brewing & Chapel Downs existing experiential marketing partnerships across the UK.
- Develop and activate new uniquely premium brand experiences, events and partnerships.
- Establish a sampling program that puts fresh Curious beer in hands of the unconverted.
- Work collaboratively on sales and marketing projects for the greater good of the wider Chapel Down team and congregation.
- Amplify national brand marketing campaigns through regional extensions.
- Establish a network of key influencers and brand ambassadors.
- Establish a network of key suppliers and contractors.
- Maintenance of event inventory.

### KEY REQUIREMENTS

- 2 years experience in brand management / experiential marketing role.
- Educated to degree level, or equivalent experience.

### APPLY

Please send you CV & Covering letter to [careers@chapeldown.com](mailto:careers@chapeldown.com)

### WHO ARE YOU?

You should be hard working, practical, a meticulous planner with a good eye for detail. You should have relentless energy and project management skills that are the envy of your peers.

You should have excellent interpersonal skills, able to communicate effectively with management, suppliers and contractors.

You should be result focused with an eye for problem solving and hands on approach to process improvement.

Ideally, you will have had previous experience in event marketing/management.

But most importantly.....You should be passionate about premium English drinks brands, inspired to challenge the norm and getting others to drink outside the box!