

WINE LISTER

Wine Lister is looking for a motivated and intuitive Marketing Assistant to join our growing team

WHO WE ARE

[Wine Lister](#) was founded by former investment banker and wine journalist, Ella Lister, with the vision to create a disruptive new fine wine rating and information system, to meet the needs of an increasingly competitive wine market.

WHAT WE DO

Since its launch in 2016, Wine Lister has grown into a fine wine intelligence agency serving wine producers, members of the fine wine trade, and fine wine collectors, each with targeted services. Powered by a unique database and an unparalleled network, Wine Lister's proprietary algorithm, analytical tools, and data-led consulting expertise optimise decision-making for the whole fine wine food chain.

JOB SUMMARY

Working directly with the Head of Marketing & Digital, the successful candidate will have a direct impact in growing the business through implementing Wine Lister's full-stack marketing strategy. This will include content creation targeted for each of our three client types across Wine Lister's website, newsletter, and social media accounts. You will also assist with press coverage of Wine Lister's new developments and key messages throughout the vinous calendar. In the longer term you will help to evolve Wine Lister's marketing strategy as the company grows.

Position: Marketing Executive

- Location: Marylebone (near to Bond Street / Marble Arch tube stations)
- Start date: ASAP
- Salary: £23-£25k per annum, dependent on experience
- Perks: access to fine wine tastings and other events, WSET sponsorship (level 3 and diploma)

ROLE AND RESPONSIBILITIES

- Content creation: analyse Wine Lister data sets to devise, write and publish/send regular content (e.g. using WordPress and Mailchimp)
- Social media: help to manage Wine Lister's social media channels across Instagram, Twitter, Facebook, and LinkedIn
- Press: create press materials and maintain press operations
- Reporting: track progress of marketing activities and specific campaigns for constant improvement
- Events: involvement in organising Wine Lister events
- Consulting: occasional assistance to the Head of Research

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SKILLS AND ATTRIBUTES REQUIRED

- Highly literate and numerate, with a logical thought process – copywriting will require analysis of Wine Lister data sets to find and tell stories
- Organised and highly focused, with meticulous attention to detail
- Computer literate: proficient in Microsoft Office, particularly Excel
- Self-starting: able to take initiative, recognise what needs doing and be motivated to act on it

EDUCATION & EXPERIENCE

- Top grades at high school (A at A-Level or equivalent) and relevant degree
- Pre-existing knowledge of / genuine interest in learning about wine, particularly the fine wines of Bordeaux, Burgundy, Champagne (also Italy, Germany, Spain, California, etc.)
- Excellent copywriting and proofreading skills
- Knowledge of managing social media accounts for B2C and B2B

ALSO HELPFUL...

- Prior experience in a similar marketing role and/or in the fine wine trade
- European languages: Native-level English required, French desired, Italian will be an advantage
- Experience working within a close-knit team

HOW TO APPLY

Please send your CV and cover letter to Chloe Ashton at chloe@wine-lister.com