

WINE LISTER

Wine Lister is looking for an enthusiastic Content Manager to join our growing team

WHO WE ARE

[Wine Lister](#) was founded in May 2016 and has fast become a key player in the fine wine ecosystem, serving various audiences, including producers and wine merchants, through its fine wine data analysis and consulting.

WHAT WE DO

Wine Lister uses a rich array of data and purpose-built algorithms, combined with qualitative insights, to offer information to members of the fine wine trade. In addition, Wine Lister draws on its expertise and analysis to offer an array of bespoke consulting services to fine wine producers, providing strategic advice from distribution and pricing help, through to full-service marketing and communications.

JOB SUMMARY

Working directly with the Marketing & PR Manager and other core members of the team, the successful candidate should live and breathe to write about fine wine, and its impact in the global marketplace. The position will include the creation, editing, and managing of content published by Wine Lister, while the writing scope will include news and insights pieces for Wine Lister's Pro Subscribers, as well as more editorial content creation for its producer clients across blogs, newsletters, and social media accounts.

- Position: Content Manager
- Location: Victoria, London preferred, remote considered, depending on profile
- Start date: February / March 2022
- Contract terms: Part-time and full-time applications considered
- Salary: Dependant on experience

ROLE AND RESPONSIBILITIES

- Content creation: pitch and write regular content for Wine Lister's Pro Subscriber emailing list and blog, considering the vinous calendar and previous successes
- Press: occasional assistance with writing press coverage on Wine Lister's new developments
- Consulting: assistance with content creation for Wine Lister's producer clients
- Social media: depending on relevant experience, potential to write captions and content for Wine Lister's own social media platforms

SKILLS REQUIRED

- Excellent copywriting and proofreading skills: a proven track record of previous writing and editing experience
- Computer skills: general computer literacy, including proficiency in Microsoft Office (in particular Excel), and ability to grasp use of email marketing platforms (e.g. Mailchimp)
- European languages: native-level English required, French desired, Italian would be an advantage

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ATTRIBUTES REQUIRED

The candidate must possess the following characteristics in order to be an effective addition to the team:

- **Numerate:** copywriting will require analysis of Wine Lister data sets to find and tell stories
- **Highly Literate:** being able to write engaging, creative content for Wine Lister's internal communications and on behalf of our consulting clients
- **Organised:** highly focused, methodical, and rigorous, with precise attention to detail

EDUCATION & EXPERIENCE

- Top grades at high school (A at A-Level or equivalent) and relevant degree
- Pre-existing knowledge of wine, particularly the fine wines of Bordeaux, Burgundy, Champagne (also Italy, Germany, Spain, California, etc.)
- Experience in writing and content planning

ALSO HELPFUL...

- Prior experience with press relations
- Previous business experience and involvement working within a close-knit team

HOW TO APPLY

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