

Head of Market Intelligence – Fine Wine

Location: Borough, London

Competitive salary dependent on experience. Company performance-related bonus, healthcare insurance & wellbeing benefits.

About Liv-ex

Founded in 2000, Liv-ex is the global marketplace for the wine trade. Our ambition is to make the wine market more transparent, efficient and safe for the benefit of our members around the world. Our culture is hardworking, friendly and entrepreneurial.

Liv-ex's data, trading and settlement services, aimed at wine businesses, are market leading, as are our independent insights, analytics and price indices, which form an integral part of the industry's decision-making framework and are seen as the benchmark by market participants and the press.

Summary Purpose

Liv-ex is looking for a hands-on and experienced market intelligence expert who will be excited by the opportunity to lead the development of Liv-ex's market intelligence offering. This research and insights will seek to deliver real commercial value to our customers, informing their buying and selling decisions.

Responsibilities:

These will include, but will not be limited to:

- **Strategy:** define and execute the strategy for Liv-ex's intelligence product as our content expert, working closely with both the broking and marketing teams internally, and being a public face for Liv-ex representing the voice of the business with the press
- **Content:** edit, project manage and QC the work of a team of internal and external contributors to drive a wide variety of content creation to service customer needs and to meet Liv-ex's quality standards
- **Management:** create the demand for content to enable the building of a team to support it. Hire, develop, and lead all market analysis and content writing resource.
- **Writing:** lead in the writing and promotion of Liv-ex insights and research both for Liv-ex's customers and the wider market (prospects and press)
- **Planning:** set and manage the editorial calendar and publication process

Requirements

Essential:

- A fascination with the wine market and its mechanics
- Demonstrable experience delivering outstanding and informed market research, insight or intelligence to drive customer acquisition and retention in a services-based business (FS/Tech etc)
- Strategic and commercial acumen with the ability to define and deliver on a plan.

- Outstanding business writing skills combined with the ability to tell a compelling story.
- Highly articulate and eloquent in verbal and written English
- Strong public relations skills – able to influence and manage key stakeholders.
- Good project management skills with a respect for a deadline
- The ability to work well under pressure.
- Hands on, self-motivated, flexible and creative with good attention to detail
- Data driven and highly numerate with strong analytical skills.
- Able to build, motivate and develop a small team

Attributes:

- Decisive and robust - able to take ownership and drive decision making.
- Commercial and practical, with an entrepreneurial streak
- Strong communicator at all levels, engaging and charismatic, able to make an impact.
- A natural networker and real team player – able to build productive and effective working relationships with customers, owners and the broader team.
- A good influencer and collaborator with high levels of emotional intelligence
- Committed and hardworking, driven to succeed.
- Strong cultural awareness. The ability to interact effectively with people from across the globe.
- Intellectually astute
- Ability to present and act as ambassador for the business in the market.

Desirable:

- Deep knowledge and understanding of the Fine Wine Market
- Degree in Economics or a related field
- Experience with data-driven journalism.
- WSET certificates
- Written and Spoken French

To apply, please send us your CV with a cover letter detailing why you are interested in this role, your current salary and your salary expectations to clientresourcing@strattonhr.co.uk.