

## **Events Manager**

**Location:** Waddesdon, Buckinghamshire + on the road

REAL is an exciting, pioneering and fast growing drinks business. REAL produces a range of award winning naturally fermented sparkling teas, served in place of sparkling wine and Champagne for those choosing not to drink.

In just over 4 years, REAL has disrupted the industry with widespread attention in the media and amongst chefs, sommeliers and operators. We are lucky enough to have been served in over 50 Michelin star restaurants working with top chefs such as Michelle Roux Jr, Nathan Outlaw, Sat Bains, Brett Graham and Heston Blumenthal. REAL also won the Imbibe 2020 'best non alcoholic wine' and 'sommeliers choice' award. In addition we work with many top restaurant, pub and bar groups across the UK to include, Bills, Hawksmoor, Zizzis and many more. REAL is served across national retailers including Waitrose, Sainsburys and Ocado, as well as many other off-trade accounts, achieving category winning performance in the channel. Furthermore, we are seeing phenomenal growth across online platforms, through both ecommerce and Amazon.

In addition to our world class drinks, we are opening a state of the art fermentery, on the Rothschilds Waddesdon Estate. The fermentery will become our brand home and gives us an amazing platform to showcase our production end to end through experiential events, tours and workshops. The fermentery is built on sustainable manufacturing principles and works in unison with the working farmlands that surround the fermentery.

REAL is looking for an Events Manager, the next important team member to help us get our brand and products in front of consumers, to help them discover a new way of drinking. This is a very rare role where you will have a brand home to bring events to life, while also being out on the road meeting amazing people and delivering consumer and trade events.

### **About the role**

- You will be a key member of our small and growing marketing team. You will be responsible for leading how people can taste our drinks and discover our brand - this is through events at The Fermentery, at consumer events and at

trade events. You will work directly with the Head of Marketing and Founders to implement this key part of our marketing strategy

- We will be moving to our state of the art fermentery where we will host events. These could include, but not limited to, tasting events, tours, supper clubs, art gallery installations, music events, seasonal markets and collaborations with brands
- We have the opportunity to partner with the Waddesdon Estate and manor house to present and sample the brand at seasonal markets, music events and festivals. The role will work directly with the manor to make these events possible
- You will lead the planning and delivery of consumer events - which may be pop up / gorilla style sampling, through to pre-planned consumer events (e.g. Taste of London). You will be responsible for helping choose which events we show up at and executing the delivery of events (the planning, creation, build and execution)
- The brand will be showing up at trade events. You will be lead the planning and delivery of all trade events, in collaboration with the sales team to help engage with new customers and improve our revenues
- We like to work smart, not just work hard. Therefore our business likes to use data to see how we are progressing and to make decisions. We will need you to review and analyse all events to understand how many people we are reaching and the cost benefit analysis of doing certain activities.
- To enable events to be delivered with energy and pace the role will need someone who will bring this energy to every event we deliver. Events will require agency event staff which the Events Manager will brief, train and inspire to deliver exciting and energetic events
- As a fast scaling business you will need to work a variety of hours to deliver the events plans for the business, this could include weekend work and evenings. However the role is flexible, allowing you to manage your time off depending on hours worked throughout the week/weekend

**What will get us excited about you:**

- We are looking for an energetic, collaborative, highly communicative Events Manager, ideally with experience of food or drink marketing but are open to other experiences
- We are a dynamic team that like to move at pace and get stuff done, we are looking for someone likes to move at pace

- You have experience and/or a passion for marketing, where you want to use events, partnerships and sampling to grow a brand through exciting and interesting event ideas
- Experience of working in a team, but also can work independently
- You are comfortable with numbers and hungry to hit targets. We are growing fast and always looking for more.
- Passion, passion, passion - you love food and drink, and are passionate about great tasting drinks that are good for us and good for the planet
- You like to roll your sleeves up. We are a fast growing start up and don't outsource to expensive slow agencies. We muck in to make stuff happen and you love working that way

### **What we can offer you**

- Become part of a growing team working in one of the fastest growing drinks categories in the industry
- Work with an experienced marketing team and founding team, where you will be given lots of responsibility and exposure to amazing people and brand partnerships
- Join our team to develop your knowledge and skills to grow into future more senior opportunities in the business
- Competitive salary + share options
- Flexible working (Working at our fermentery, on the road, taking time off where needed to fit in workload)
- Free bottles of REAL for you, friends and family (including our limited editions and NPD)