

Sponsor Executive Job Description

(Part-time – remote working)

WineGB

WineGB is the trade association for UK wine. We cultivate success for our 500 grower and producer members which represents circa 70% of UK hectarage.

We represent the industry to the Government, media, and trade. We provide our members with timely, accurate resources, from guidance and toolkits, to training and marketing access, in order to help their businesses grow. At the heart of our work, we help members to MAKE wine, MARKET wine and TELL the story.

It is a pivotal point for the sector and WineGB is critical to support as the industry matures. We are halfway through our own change programme in which the association builds up the fundamentals required for members to take this sector forward. Click through to read the [three-year strategy](#) that drives our work and shows our targets.

WineGB's funding is approximately 2/3rds from membership and a 1/3rd from commercial partnerships. During 2025 we have refined our proposition and rationale for people to engage with WineGB. We have developed a coherent pitch for members and patrons to join WineGB, coupled with structures and process to ensure effective client management. These propositions can be found in our [join us section](#) and these are our current [partners and gold and silver patrons](#). Our retention round occurs in December and January and therefore anyone joining is starting from the basis of a healthy set of recently retained patrons.

The Role

This is a new role and integral to building the resilience of WineGB. The Sponsor Executive reports to the WineGB Chief Executive Officer and works closely with her to maintain and grow the funding for the association from new members, industry supporters and to a lesser degree public funding.

Responsibilities

- The lead contact person for all industry and corporate relationships to WineGB, you will support the CEO in maintaining and strengthening our relationships with our Patrons and Partners.
- Structured assessment of our income base, including an analysis of the

appropriateness of our existing relationships, consider their terms, and a gap check of areas where we do not currently have a relevant party that benefits our members.

- To work with commercial partners to develop their proposition so it has resonance with members. This is likely to lead to changes on the website and in presentations so that there is greater understanding by members as to the worth of partners and likely to lead to more business.
- To create opportunities to pitch to potential partners and patrons and work with the CEO to bring onboard.
- To work with the team to identify events and opportunities, such as Awards, where we are likely to seek sponsorship or contra deals from external parties or members and build this into our proposition to have a more coherent approach.
- To identify potential members and to bring them into membership.
- Work with the Communications Manager and CEO to create or identify opportunities that can be used to raise our profile with potential members.
- To identify opportunities for members to build and extend the market. To support in trade relationships, and build their interest in [English Wine Week](#), [WineGB awards](#) and other marketing devices / campaigns which we will create to drive interest in our industry.
- To use our client management system to ensure our sponsors secure their benefits, coordinating the delivery with the members of the team.

Measurables

- Signs of success is greater commitment by commercial partners to WineGB, shown through renewals and willingness to work in partnership on projects.
- Clearer rationale to members for our industry partnerships.
- New members joining WineGB.
- Identification and securing of public funding for members and WineGB.
- Identification of commercial opportunities for members, opening up markets and providing further opportunities to sell.

Background

- Experienced in sales most likely within wine, alcohol or the broader drinks sector.
- Highly professional with excellent communication skills.
- Self-motivated and able to manage your workflow.
- Able to work collegiately with WineGB members and the staff team to cross sell and build opportunities for all.
- Desirable is a driving licence and own vehicle, plus a willingness to visit wine producers on site.

Terms

- commission on securing target and salary expected £28,000 - £35,000 a year (pro-rata for PT) - benchmarked to similar trade associations and dependent on experience
- a permanent, part-time – 2-3 days a week and we are flexible for the right aptitude and skills set. It is essential that with a part time that you would be available every day to respond to queries related to your remit
- remote working with a once a fortnight in person team meeting
- a workplace pension of up to 3%,
- 20 days of holiday inc bank holidays
- a commitment to your education, with a good fund available to support vocational study, the encouragement to get to know the industry and the chance to visit vineyards and go to tastings, to attend the WineGB Awards Party and National Trade Tasting.