



Job Title: South-West and Central Sales Manager

Location: Remote – Based in Region

About Us

We're Gusbourne – an award-winning English fine wine producer based in the heart of Kent. Our vision is simple: to craft the finest wines in the world.

As a luxury brand, excellence is at the core of everything we do. We create vintage-only wines that reflect the character of each growing season, and we take pride in our meticulous attention to detail across the vineyard, winery and beyond.

Our people are the foundation of our success. We work collaboratively, embrace tradition while challenging convention, and remain committed to building a sustainable future.

Sales have grown significantly over the last few years, with distribution all across the UK as well as in 40 international market. This has created a rare and exciting opportunity to join our UK Trade Sales team.

Role Purpose

The primary role of the Regional Sales Manager will be to manage and grow sales across a portfolio of existing customers (which includes 5* hotels and M* restaurants) whilst identifying and winning business at appropriate businesses across the Southwest and Midlands On and Independent Off Trade. The role comes with full P&L responsibility.

Key Accountabilities

- Deliver the agreed annual revenue and profit target for the region
- Build strong relationships with all customers and ensure the Gusbourne brand aspirations and goals are achieved through regular communications, both in person and virtually as appropriate. This includes:
 - Delivering on site staff training
 - Hosting tutored wine tastings and wine dinners
 - Linking up client and Gusbourne marketing teams where appropriate for materials sharing & creation, content collaboration, PR/SM amplification, etc.
- Monitor competitor activity
- Achieve agreed new business targets
- Protect and build the Gusbourne luxury brand equity at all times
- Work closely with key colleagues in the Gusbourne team, including but not limited to: the wider UK Trade Sales team, the Ambassador team, Marketing Department, Sales Admin team and Finance team
- Planning & Reporting:
 - Write Annual Business Plan
 - Produce Weekly reports, provide monthly forecasts, control & monitor all sales and marketing spend for the region
 - Propose and establish pricing & support structures for each customer that build on our luxury positioning



Skillset & Experience Required

- Trade Sales experience: a minimum of 2 years' sales experience with proven track record of success in the wine market especially the Luxury and Premium HORECA sectors
- Wine proficiency to a minimum of WSET Level 2. Diploma level an advantage, as would ambition to achieve it
- Excellent level of numeracy and literacy
- Strong oral & written skills
- Excellent presentation skills
- Ability to work under pressure and meet targets
- Entrepreneurial self-starter with a “can do” attitude, team worker, ability to build relationships with customers at all levels
- Well organized with excellent time management skills
- Negotiation skills
- Computer proficiency in MS Word, Excel, PowerPoint, and use of social media to amplify Gusbourne brand awareness
- Ability and willingness to evenings and weekends as required
- Home based with easy access to the M5 (Bristol/Bath preferred location)

Rewards & Benefits

- A fulfilling and influential role in a premium, growing industry
- Competitive compensation package commensurate with experience
- Support for structured professional development
- 25 days holiday + bank holidays
- Additional holiday for long service
- 5% employer pension contribution
- Healthcare
- Staff wine allowance and birthday gift
- Training and development support
- Cycle to Work Scheme
- Invitations to staff events, including summer socials and Christmas celebrations
- Fulfilling sales career in a dynamic industry
- Competitive compensation package commensurate with experience
- Benefits package including 25 days paid holiday and pension contribution

To Apply

Please send your CV and covering letter to recruitment@gusbourne.com by 31st January 2026. (No Agencies please).

At Gusbourne, we are committed to building a diverse and inclusive workplace. We welcome applications from all backgrounds and will provide reasonable adjustments throughout the recruitment process.