



RATHFINNY

JOB TITLE: London Brand Ambassador (Maternity Cover)

DEPARTMENT: Sales

RESPONSIBLE TO: Head of Sales

THE ROLE

Rathfinny Wine Estate, a leading producer of English Sparkling Wines, is seeking to employ a London-based Brand Ambassador to help build sales through our distribution channels, predominantly in London but also across the UK and overseas.

The role is a 9-month maternity cover, starting in January 2026.

OVERVIEW OF RESPONSIBILITIES

Working closely with our Head of Sales and fellow Brand Ambassador they will be responsible for:

- Building brand awareness and knowledge of the Rathfinny brand by developing strong relationships with our existing and new UK trade partners – hotel, bar and restaurant staff, consumers, and independent off-trade
- Educating and training our customers on our wines, brand profile and values
- Arranging visits to the Estate for tastings and events, to ensure that our customers are better equipped to promote the Rathfinny brand to their customers and enabling them to become champions for Rathfinny wines
- Hosting customer-facing events, such as wine tastings, dinners

KEY REQUIREMENTS

- Excellent verbal and written communication skills
- A comprehensive understanding of the sparkling wine industry and the wider wine industry
- Knowledge of different sales channels
- The ability to work as part of a small team

SKILLS & EXPERIENCE

- Level 3 WSET desired but not essential
- Experience of training or educating
- Previous experience of working with premium wine

PERSONAL CHARACTERISTICS

- A desire to work in a flexible working environment - willingness to work late nights and involves national and international travel – disciplined, self-driven and target orientated



RATHFINNY

- Strong integrity and social skills to develop relationships with customers
- A passion for sparkling wine
- Strong presentation skills to engage our customers
- Resilience and tenacity
- Self-starter with an entrepreneurial spirit, who can work on their own without close supervision

ABOUT RATHFINNY

Rathfinny was established in 2010 by Mark and Sarah Driver with the express intention to produce world-class sparkling wine using methods that are kind to our land, people, community and wider environment.

Located in Alfriston, East Sussex, we are a family-run, grower-producer, crafting low-intervention, traditional method, vintage Sussex Sparkling wines with Sussex PDO status. The Estate is also home to our leading English wine tourism offering, welcoming visitors for vineyard tours, wine tastings and shopping at the Cellar Door, dining and accommodation at the Flint Barns and self-catering Cottage plus dining in our Tasting Room winery restaurant.

Since its inception, sustainability has been an important part of Rathfinny's DNA, using innovative technologies for renewable energy, winemaking, and viticulture. This culminated in achieving B Corp certification in 2023.

B CORP

Actively participate in B Corp certification and the adoption of the highest standard in social and environmental performance, public transparency, and legal accountability to balance profit and purpose. Teams will decide their annual targets and as a member of that team, you will be expected to show how you have contributed to them. Personal targets towards our mission are encouraged but these are not discussed and assessed in the same way.

EVERYONE IS WELCOME

Rathfinny is an equal opportunities employer and actively supports Human Rights, and all Equality legislation. Our ethos is to respect and value people's differences, to help everyone achieve more at work as well as in their personal lives so that they feel proud of the part they play in our success.

We believe that all decisions about people at work should be based on the individual's abilities, skills, performance and behaviour and our business requirements. We are committed to the fair treatment of our staff, potential staff or users of our services, regardless of race, gender, religion, sexual orientation, responsibilities for dependents, age, physical/mental disability or offending background.



RATHFINNY

We welcome applications from ex-offenders but please note all applicants need to disclose any criminal conviction.

APPLICATION

Salary dependent upon experience + Pension, Medical and other Rathfinny benefits.

At Rathfinny we work very much as a team. As an employee of Rathfinny you must be prepared to support other work colleagues and may be required to take on extra or different tasks to help support others.

At all times personal appearance should be professional and in accordance with Rathfinny Wine Estate Policy.

If an applicant, either external or a current employee, needs any specific help to enable them to apply for a role they should make this clear as part of their application.

Please submit CV and covering letter to: Andy Gadd at info@rathfinnyestate.com by 14th November 2025.