

Job Title:

Brand Manager - Spirits

Position Summary:

The Brand Manager - Spirits will drive growth and optimization of the assigned product portfolio and will create, develop and implement key marketing initiatives. The Brand Manager - Spirits will develop and implement strategic brand marketing plans for the assigned brands by analyzing current brand performance and market conditions, identifying risks as well as growth opportunities.

Essential Duties and Responsibilities:

- Participates in annual strategic planning process. Develops annual plans that ensure long-term brand growth for assigned brands by analyzing product, category, consumer, and market dynamics. Plan will include strategies for product mix, product style, packaging, promotions, sales by channel forecasts, pricing, and positioning.
- Oversee all content and design aspects related to packaging; gather input and communicate changes in a timely manner to winemaking and production teams
- Oversee trade and consumer communications, including P.R. efforts, brand website development/updates and online marketing initiatives including social media, event listings, search engine marketing and other online marketing opportunities to promote business growth.
- Owns and manages social media across all platforms (Instagram, Facebook, Twitter, YouTube, Yelp, Pinterest, etc.); includes social monitoring against KPI's, monthly reporting, influencer outreach, storytelling and brand engagement. Partners cross functionally to curate content across all businesses.
- Activates web, social and digital media strategies to stay abreast with changing consumer behavior that is growing in digital channel; executes dynamic campaigns that integrate with the overall brand communication strategies.
- Monitor progress versus plan through monthly business tracking; constant evaluation and reassessment to ensure resources are being utilized and maximized.
- Conduct on-going analyses of competition, including pricing actions, sales volume, consumer promotion, and tasting.
- Manage brand spend within budget
- Track and code invoices and reconciliation
- Provide and create sales/distributor/broker brand presentation templates as needed
- Regularly monitors brand metrics (shipments, depletions distribution, velocity, channel mix) and prepares monthly executive summary of overall business performance trends, programming, P&L and key strategic and tactical issues.
- Partners with Promotions manager to develop chain or regional specific materials
- Assists in the development of brand marketing programs and initiatives in partnership with Sales, and outside vendors, as applicable, to deliver against the brand's annual volume & profit targets, e.g. national/regional promotions, packaging, custom advertising, and online marketing initiatives.
- Leads new product development and line extensions, partnering cross-functionally to implement package changes and product launches.

- Supports communication of brand strategies and product information to internal stakeholders, such as Sales, Distributors, Importers, and Customers.
- Works closely with Production/procurement Managers, attend press checks, help with label design changes/revisions.
- Participates or leads tasting meetings to understand and guide product strategy.
- Participate and present brand initiatives at annual sales meeting
- Coordinate logistics and represent brands at key trade and consumer events
- Vendor/Agency Management & Negotiation
- Partner with PR agencies to develop and execute PR plan
- Ensure pricing, compliance, and legal activities are up to date and relevant for each SKU
Provide label submission to compliance
- Be an ambassador for the brands: requires occasional travel (on and off-site support)

Qualifications:

- Bachelor's degree in Marketing, Business Management, or related field (MBA preferred).
- Minimum five years brand management experience in spirits or related consumer packaged goods and knowledge of retail trade channels (on and off premise).
- Genuine passion for spirits and the adult beverage industry.
- Strong analytical and strategic skills that help lead to drawing insights through consumer research data and trend information.
- Strong business acumen skills; organizational and problem-solving.
- Ability to lead agencies in creating consumer and retail programs
- Good understanding of effective social media communication and how to drive engagement with consideration for brand voice and tone.
- Excellent writing, presentation and communication skills.
- Ability to focus on multiple tasks and deadlines and effectively prioritize and manage them, while maintaining a high level of attention to detail.
- Positive and enthusiastic attitude exhibiting team player and leadership qualities that bring out the best in those they work with. Takes initiative and possesses entrepreneurial drive for success.
- Proficient in MS Office (PowerPoint, Word, Excel) and familiarity with Nielsen/IRI data
- Experience launching new brands and/or line extensions
- Proven ability to support and collaborate with sales teams and develop/provide information, materials and programs as needed
- Effective project management skills; ability to plan, organize, and follow through on a variety of projects; ability to execute accurately, on-time, within budget

Physical Demands:

Able to lift/carry 40-50 lbs for short periods

Must be able to lift the equivalent of one case of wine / promotional materials

Stand	F	Lift/Carry	
Walk	F	10 lbs or Less	F
Sit	F	11 – 20 lbs	O
Handling/Grasping (repetitive motions)	O	21 – 50 lbs	O
Reaching Above Shoulder	O	51 – 100 lbs	R
Reaching Outward	O	Over 100 lbs	N
Climb	R	Push/Pull	
Crawl	R	12 lbs or Less	O
Squat or Kneel	R	13 – 25 lbs	O
Bend	R	26 – 40 lbs	O
Working at the computer	C	41 – 100 lbs	R
Driving	O	Near Vision (closer than arm’s length)	N
Respirator Use	N	Far Vision (farther than arm’s length)	N
Other Personal Protective Equipment Use	N	Color Vision	N

Legend:

N (Not Applicable)	Activity is not applicable to this occupation.
R (Rarely)	Occupation requires this activity several times a month (not daily)
O (Occasionally)	Occupation requires this activity up to 33% of the time (0-2.5hrs/day)
F (Frequently)	Occupation requires this activity from 33% - 66% of the time (2.5-5.5 hrs/day)
C (Constantly)	Occupation requires this activity more than 66% of the time (5.5+ hrs/day)

The above information is representative of the work performed in this position, however it is not all-inclusive. The omission of a specific duty or responsibility does not exclude it from the position if the work is similar or related to the essential duties and responsibilities. Other tasks may be assigned as needed.

Reasonable Accommodations Statement:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.