



W.J. Deutsch & Sons, Ltd.

fine wine and spirits merchants

JOB DESCRIPTION

JOB TITLE: Brand Manager **STATUS:** FT

DEPARTMENT: Marketing-Wine Division

REPORTS TO: Director, Marketing

Objective and Scope of Position:

The Brand Manager (BM) will function as the brand champion with P&L responsibility. The BM will be responsible for the planning, development, and implementation of all strategic and tactical consumer-marketing activities to enhance the growth and profitability of their brand(s). BM's are expected to be able to operate with significant autonomy yet still have influence with functions and entities that work closely with the brand team.

Primary Job Responsibilities:

- Responsible for development and execution of strategic and annual marketing plans which address all aspects of the marketing mix including P&L's, pricing, packaging, advertising, promotion, public relations, digital marketing, market research, and new product development.
- Shared responsibility for the delivery of volume, share and profit objectives consistent with overall brand strategy.
- Build premium consumer/trade equity for the brand through the design and execution of consumer and trade strategies including advertising, promotion, public relations, digital marketing and special events.
- Work closely with Sales to identify opportunities to expand the business in existing channels of trade.
- Manage all outside agency initiatives in support of the brand's business objectives to include promotion agency and advertising, digital and public relations agencies if applicable
- Ensure accurate and timely forecasting, develop monthly updates, and provide analysis and recommendations when sales vary from forecast. Tracks warehouse inventory.
- Interface on a consistent basis with Sales, Finance, and Operations to rapidly identify problems/opportunities and take appropriate action as warranted.
- Be primary point of contact with overseas suppliers.
- Interface with Senior Management / Executives.
- Represent brand at trade functions and consumer events.



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Job Requirements:

Education: College graduate

Experience and Skills:

- Minimum of 5 years in consumer goods marketing at top-tier marketer or agency; wine, spirits or food / beverage marketing experience a strong plus.
- Ability to function effectively in a fast-paced, multi-faceted business environment.
- Experience with public relations and digital marketing is desirable.
- Strong strategic, analytical and decision making skills.
- Ability to take initiative, develop and seek out creative and innovative ideas.
- Strong interpersonal skills and the ability to effectively interface at all levels within the organization and outside the company.
- Excellent written and verbal communication skills, including strong presentation skills.
- Fluency in French or Italian a plus but not a requirement.
- Experience marketing to the “Millennial” consumer preferred.

Travel and Physical Demands: Approximately 15%-20% travel.