

## **Position Description: Assistant/ Associate Marketing Manager**

### **Position Summary/Mission**

This position is responsible for applying classical marketing knowledge, strategic concepts and leadership to drive profitability and enhance brand equity for the portfolio of brands and Terlato Wines. The position is responsible for defining, building and communicating brand plans, inspiring creativity, creating a positive interface with Sales to deliver volume objectives, and for managing brand P & L to ensure profit contribution. Expected to understand and embrace the Terlato family philosophy, passion, and company culture.

### **Position Responsibilities**

1. Participate and contribute towards the development of strategic brand marketing plans.
  - Synthesize current brand performance, market conditions and organizational capabilities to identify brand risks and growth opportunities.
  - Analyze brand, market, and business trends.
  - Support the identification of sales and financial goals; objectives, strategies and tactics within recommended budget allocations.
  - Actively participate on cross-functional team to support the development and execution of brand plans.
2. Support the development and execution of tactical plans for multiple brands.
  - Co-ordinate with sales and other internal departments to ensure tactical execution of plan and monitor programs as assigned.
  - Monitor progress versus plan through monthly business tracking and report variances to appropriate Marketing Manager
  - Conduct on-going analyses of competition, including pricing actions, sales volume, consumer promotion, and tracking studies.
3. Provide on-going support to the field sales teams.
  - Provide and create sales/distributor/broker brand presentation templates.
  - Create and update effective brand educational materials.
  - Create AC Nielsen and DIVER data reports and share with field sales teams.
  - Responsible for planned sales program approvals, tracking and reporting.
  - Provide Vintage updates, tasting note releases, creative briefs and public relation briefs to sales teams to ensure they have the most up-to-date information.
4. Contribute to the development and maintenance of the Brand positioning.
  - Support Marketing Manager in creation of motivating Brand positioning reflecting brand strengths, brand benefits, and consumer decision insights using the Terlato Marketing Department format
  - Participate, when appropriate, in the creation and execution of Brand advertising.
  - Ensure materials, i.e. sell sheets clearly communicate and support the Brand positioning to all stakeholders
  - Work with Corporate Communications to ensure brands are appropriately positioned on the website. Responsible for regular website updates.
5. Supplier contact
  - Provide support as an alternative contact for suppliers within specific guidelines.

- Track business to assure annual supplier commitments goals are met.
  - Surface supplier business and relationship issues to BGM Management in a timely way to allow appropriate action.
6. Administrative
- Track that necessary documentation for pricing, compliance, and legal activities are maintained to ensure business effectiveness.
  - Provide label submission to compliance.
  - Responsible for Vintage Chart administration.
  - Provide invoice tracking and reconciliation.

### **Professional Qualifications**

- Bachelor's degree in marketing or related field
- MBA preferred
- 3+ years of Marketing experience
- Exposure to food, wine, or luxury goods marketing is ideal
- Exceptional communication skills, both written and verbal
- Proven analytical skills
- Successful candidate will be a very motivated self-starter and be able to work without daily guidance

### **Key Competencies**

For all Employees:

- Commitment to the Customer
- Pursuit of Excellence
- Execution of Objectives
- Passion for the Wine Business and the Brands TWG Represents
- Passion for One's Work
- Positive Approach to People
- Technical Knowledge
- Leadership

Specific to this Position:

- Potential for professional growth
- Results oriented
- Ability to work with and gain endorsement from the sales team
- Strong Project Management skills
- Ability to multi-task is critical

Customer Base

- Marketing Management.
- Outside Sales force.
- Applicable suppliers.