



## **Position Description Marketing Coordinator**

### **Position Summary/Mission**

The Marketing Coordinator is responsible for coordinating activities and providing support to ensure brand plans are executed as directed. The Marketing Specialist will be responsible for the following key areas: 1) project management and coordination 2) data collection and analysis support 3) support and facilitate sales and marketing execution 4) general administrative support. The successful candidate must have strong organizational and project management skills, strong computer background, experience in data manipulation and presentation, good interpersonal skills, and excellent administrative support skills. Expected to understand and embrace the Terlato family philosophy, passion, and company culture.

### **Position Responsibilities**

- 1) Project Management and Coordination – 10%
  - Work closely with Marketing team on key projects. Provide overall project management support and coordination to ensure projects are completed
  - Manage product packaging execution (e.g. Label submission tracking to compliance, coordination, etc.)
  - Support Fountainhead updates for brands and facilitate coordination with Creative Team
- 2) Data collection and analysis support – 10%
  - Collect data from various sources and create reports.
  - Assist with Brand Plan data pulls and other data requests from Marketing Managers
  - Run Nielsen/DIVER Batch Reports and provide information to sales & marketing team.
  - Run Supplier Depletion Reports
  - Run Monthly P&L reports and distributor to Marketing Managers
  - Manage and update VP Marketing control data book
  - Create and maintain Excel Spreadsheet detailing Monthly Depletions to Suppliers
- 3) Support and facilitate sales and marketing execution – 45%
  - Manage POS coordination and ordering; Provide POS Inventory updates for brand group regularly
    - Coordinate updates for Pricing Cheat Sheet and Suggested Retail Pricing Guide
    - Manage and maintain brand pages on TWI website. Work with Marketing team on updates to make sure all content is correct and updated.
  - Provide sales blitz support including presentations, samples, and coordination
  - Create and update all brand sell sheets to support field sales initiatives
  - Process Sample Requests
  - Marketing & Sales Force Support for price sheets, POS and tasting materials as originated by brand team.

5) General Administrative – 35%

- Update and maintain Marketing Brand books and BOX updates for brand team
- Complete expense reports for VP Marketing
- Process Purchase Orders – entering and tracking invoices
- Update Rating/Review Sheets on Website
- Provide administrative support to Marketing Team
- Coordinate Meetings and set-up required for all meetings
- Faxing, Filing, Shipping, Binders, Supplies, Mailings
- PowerPoint Presentations and Brand Plan template assistance
- Printing and distribution of monthly reports & phone lists
- Switchboard relief

**Achievement to Key Competencies**

- Results oriented.
- Customer oriented
- Ability to organize and prioritize work.
- Excellent time management skills
- Flexible and conscientious.
- Excellent people skills
- Desire to learn aspects of the business
- Positive, “can do” attitude
  
- Achievement to TWG Core 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

**Professional Qualifications**

- 2+ years of business/marketing experience
- Bachelor’s degree in Marketing preferred
- Strong written and verbal communication skills
- Outstanding organizational and coordination skills
- Experience working with data collection, analysis and reporting
- Excellent computer skills (Outlook, Word, Excel, and Power Point)
- Professional phone personality and demeanor
- Demonstrated understanding of basic marketing preferred
- Demonstrated initiative and ability to self-direct projects

**Customer Base**

- Outside Sales force and marketing department
- TWG owners.
- Applicable suppliers.

Department:  
Reports to:

Marketing  
VP of Marketing