

Marketing Manager

Position Summary

We are currently seeking an experienced and energetic Marketing Manager who will manage a portfolio of premium spirits from around the world. 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 TD Artisan Spirits. 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.

In addition, the Marketing Manager is responsible for maintaining a superior level of supplier satisfaction as a result of their day-to-day contact with our producers, developing and gaining approval to a strong brand positioning, assuring that all brand communication is timely and consistent with that positioning.

Position Responsibilities

- Development of annual and long term plans (analysis, strategy, forecasting, recommendation of program concepts)
- Implementation and tracking of annual plans and programs (brief and manage agencies, develop and own timelines, communicate asset and program availabilities, deliver on time and on budget)
- Interaction with key constituents (sales, global brand teams, brand owners, management)
- Day to day administration (control and reporting of inventory, budgets, invoicing)
- People management (train and develop direct reports, oversee direct report outputs)

Professional Qualifications

- **Minimum 5 years of alcoholic beverage marketing/luxury branding experience or equivalent required.**
- Undergraduate in marketing or business.
- Experience managing agencies to create consumer facing, creative point of sale/merchandising materials, which support that positioning
- Solid Brand/ Consumer Package Goods Marketing (CPG) Experience
- Experience with building strategic brand plans and a track record of strong execution
- Strong Financial acumen
- Successful candidate will be a very motivated self-starter and be able to work without daily guidance
- A passion for and desire to be immersed in the wine business.
- Ability to identify and communicate relevant and compelling brand benefits and traits
- Demonstrated initiative and ability to self-direct projects
- History of delivering high quality work on short deadlines