

Job Title: **MANAGER-BRAND MARKETING**

SUMMARY

Oversees marketing activities for assigned brands. Provides mentoring, coaching to team members in executing marketing strategies consistent with established P&L objectives and brand role. Maintains agency relationships ensuring alignment with the brand universe and positioning. Contributes to the development and execution of OGSM brand level strategies.

ESSENTIAL FUNCTIONS

- Oversees the development and maintenance of brand strategies for assigned brands; manages the execution of established growth and profit objectives.
- Leverages relevant consumer and customer trends and insights to lead assigned brand(s) against annual business objectives.
- Acts as the Product Owner through the agile marketing process.
- Follows the annual calendar, owns the process and timeline for the Integrated Marketing Planning Process (IMP) from business review through activation and optimization to ensure the brand meets the organizational objectives.
- Develops the IMP brief in collaboration with the Marcomm Planner and supervises the development of the activation briefs.
- Oversees the development and implementation of the creative and communication strategy, campaign idea, communication plan (including media plan) and the development, creation, deployment and optimization of the campaign assets.
- Leads detailed analysis across assigned brand(s) identifying relevant consumer and customer trends and insights; seeks-out innovative ways to continuously build brand(s) to obtain or maintain category leadership.
- Ensures achievement of performance goals.
- Oversees relationships with outside agencies ensuring alignments with brand goals and objectives.
- Owns the A&P budget for assigned brand(s), including commerce and portions of the overhead allocation.
- Works on interdepartmental planning teams, working cross-functionally to improve processes within the organization.
- Owns the development of the Brand Strategic Positioning (BSP), identifies optimal consumer design target and consumption target, Brand Universe and/or brand positioning.
- Identifies optimal consumer target and brand positioning, considering and affecting the overall category.
- Participates in the execution of strategies in support of the OGSM's.
- Through Agile, collaborates with other key functional areas and manages outside advertising agencies to accomplish objectives on schedule and within budget.
- Outlines and evaluates current and proposed product attributes and effectively communicates consumer product needs to the winemaking team.

- Contributes to the overall development of policies and procedures; changes systems, policies, and procedures to positively impact brands and the business unit.
- Responsible for understanding and complying with applicable quality, environmental and safety regulations. If accountable for the work of others, responsible for ensuring their understanding and compliance.
- This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned.

SUPERVISORY RESPONSIBILITIES

- Develops, coaches and mentors subordinate staff.
- Conducts performance evaluations; recommends salary adjustments; rewards employees or takes disciplinary action, as necessary; addresses complaints and resolves issues.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

MINIMUM QUALIFICATIONS

- Master's degree plus 6 years of communications, finance, marketing, supply chain/supply planning, process development, new product development, project management, process engineering, or sales experience reflecting increasing levels of responsibility.

OR

Bachelor's degree plus 8 years of communications, finance, marketing, supply chain/supply planning, process development, new product development, project management, process engineering, or sales experience reflecting increasing levels of responsibility.

OR

Bachelor's degree plus 5 years of Gallo experience reflecting increasing levels of responsibility.

- 1 year supervisory experience.
- Experience effectively presenting information to top management, public groups and boards of directors.
- Experience defining problems, collecting data, establishing facts, and drawing valid conclusions.

PREFERRED QUALIFICATIONS

- Master of Business Administration degree plus 9 years of Gallo brand marketing experience reflecting increasing levels of responsibility.
- Multiple Gallo marketing rotations.
- Luxury marketing experience.

- On Premise Spirits experience.
- Ambassador Management experience.
- Experiential marketing campaign development and execution experience.
- Tasting room management experience (wine or spirits).
- Direct to consumer sales experience (alcohol beverage or luxury consumer goods a plus).
- Experience training and developing junior level brand marketers in executing brand and organizational objectives.
- Experience managing business operations and leveraging basic finance and accounting principles.
- Skilled in reading, analyzing and interpreting common scientific and technical journals, financial reports and legal documents.
- Experience responding to common inquiries or complaints from customers, regulatory agencies or members of the business community.
- Experience writing speeches and articles for publication that conform to prescribed style and format.
- Skilled in interpreting an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
- Experience performing work that is complex and varied in nature, requiring frequent evaluation, originality or ingenuity.
- Skilled in the use of MS Word, MS PowerPoint, MS Excel and MS database at an intermediate level; IRI, Brio and Spectra at a basic level.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, use hands to finger, handle or feel and talk or hear.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.