



**TERLATO
WINES**
INTERNATIONAL

Position Description: Associate Marketing Manager

Position Summary/Mission

Assist in the development and implementation of marketing plans to improve the volume and profitability of assigned brands within established objectives. The incumbent is responsible for program execution, analysis and summary. 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

- Undergraduate degree in marketing or sales.
- 3 – 5 years business work experience
- Adult beverage experience a plus
- MBA a plus, but not required.

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.

Department: Marketing
 Reports to: Marketing Manager
 FLSA Status: Exempt
 Effective Date: January 2012