



**TERLATO  
WINES**  
INTERNATIONAL

## **Position Description 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 International. 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.

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**

1. Development and execution of annual brand plans both qualitative and financial
  - Conduct a situation analysis that synthesizes current brand performance, market conditions and organizational capabilities to identify brand risks, implications, and growth opportunities
  - Identify key long term strategies leading to the highest level of sustainable profit for the brand
  - Prepare the annual business plan identifying sales and financial goals; objectives, strategies and tactics to meet or exceed financial goals; and recommended budget allocations
  - Co-ordinate tactical execution and monitor programs to assure tactics are executed on time and on budget
  - Monitor progress versus plan, develop contingencies and recommended solutions as needed, and report variances to the Director.
  - Serve as the liaison/contact for all sales positions.
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2. Development, implementation and management of the Brand programs and positioning.
  - Create and gain management approval for a motivating creative Brand positioning reflecting brand strengths, brand benefits, and consumer decision insights using the Terlato Marketing Department format
  - Create trade training materials that clearly communicate and support the brand positioning to all stakeholders for each segment
  - Lead development of brand communications and support to ensure they are on strategy
  - Partner with internal corporate communications team to define brand communication strategy and coordination Position and develop advertising, under senior managements guidance

- Website creation and implementation
  
- Partnership Management Internal & External Stakeholders:
  - Maintain the primary day-to-day (non-contractual) contact with Terlatto suppliers
  - Conduct business reviews as necessary to keep suppliers up-to-date on their business and to surface business issues
  - Provide support to senior management for negotiating annual commitments
  - Ensure annual supplier goals are both set and met
  - Lead collaboration, and innovative with advertising, media and digital agency partners, as well as internal cross-functional teams
  - Must display leadership skills and have an ability to work closely across functional teams (sales, finance/accounting, creative services, operations, etc.)
  
- 3. Team Interaction
  - Provide event selection and participation by partnering with events group.
  - Support in quarterly sales business reviews with key distributor/broker partners.
  - Participate in market blitz one week per month.
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- 4. People Management:
  - Attracts, leads, manages, and mentors employees in such a way to ensure retention, development, and superior performance of talent Acts with a sense of urgency-speed is our advantage Seeks out innovations inside and outside the segment
  
- 5. Administrative
  - Complete necessary documentation for timely pricing, compliance, and legal activities Manage A&P budget/spending for brands
  - Lead monthly A&P reviews to ensure alignment with Finance

### **Performance Measures**

The position will be assessed on:

- Execution: Ability to develop strong brands plans and deliver results as expected
  - Program contribution – timely delivery of communications, budgets, lift from programs, distributor participation
  - Achievement of case goals – sales and depletions.
  - Portfolio Profitability
  
- Judgment:
  - Relies on extensive experience to plan and accomplish goals.
  - Makes timely and quality decisions.
  
- Budget Management and Resource utilization.
  - Conscientious and efficient budget management within outlined parameters.
  - Ensures the company resources in the most productive cost effective manner.
  
- Leadership and Teamwork
  - Team management including process efficiency, morale, timeliness and work product quality
  - Effectiveness in creating a positive, performance driven environment that is supportive of company goals and values.
  - Ability to work and communicate productively with colleagues and Senior Management.

- Timeliness
  - Timely delivery of objectives.
  - Timeliness in executing plans elements.
- Quality
  - Quality of the thinking and analysis that go into the programs.
  - Quality of the execution of the program elements.
- Supplier Satisfaction
  - Reviews with supplier by Senior Management
  - Delivery of annual supplier commitment
- Creativity and Innovation:
  - Creative thought and “out of the box” ideas (strategies and tactics) that grow the business.
  - Develops and challenges others to develop breakthrough strategies and tactics that are new and different and that enable the company to achieve greater results.
  - Thoughtfulness and creativity in brand plan development.
- 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**

- Undergraduate in marketing or business.
- Graduate degree strongly preferred.
- 5-7 years of experience in brand management position in consumer product company; wine industry experience preferred.
- Experience managing agencies to create consumer facing, creative point of sale/merchandising materials, which support that positioning
- Some exposure to food, wine or luxury good marketing is ideal
- Solid 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.
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### **Personal Skills and Qualities**

- Strategic perspective
- Results orientation
- Flexibility, creativity, and problem-solving skills
- Excellent oral and written communication and presentation skills
- Solution-driven
- Ability to sell concepts and ideas
- Ability to forge strong relationships with other departments

- Concise, articulate and engaging communications style

**Customer Base**

- Outside Sales force.
- TWG owners.
- Applicable suppliers.

Department: Marketing  
Reports to: Sr. Marketing Manager  
FLSA Status: Exempt