



JOB TITLE: Marketing Director
EXEMPTION STATUS: Exempt
DEPARTMENT: Marketing

REPORTS TO: VP - Marketing
APPROVED BY: People Operations
DATE APPROVED: 11/12/2018

SUMMARY:

The OVD team is looking for a consumer obsessed and commercially-minded Marketing Director who will be responsible for leading a portfolio of high-growth consumer brands in the wine and spirits industry. Candidates must have proven track record of being a successful leader that is able to think differently, to deliver breakthrough and successful consumer and trade initiatives. The ideal candidate will have a unique combination of classical marketing skills, competence and confidence, coupled with the passion and ability to identify key insights and turn them into actionable plans.

RESPONSIBILITIES:

- Lead, develop, and coach a team of passionate and highly talented brand marketers
- Lead development/stewardship of brand positioning, innovation, and messaging for all brands
- Responsible for identifying macro and micro consumer trends that will help inform strategic and annual marketing plans
- Work closely with VP of Marketing in the development of the five-year strategic plans across all brands and review/optimize on an annual basis
- Work closely with VP of Marketing in developing portfolio and innovation strategy
- Responsible for driving the marketing planning timelines working in full collaboration with Trade Marketing and Sales leads
- Lead activities focused on demand generation across the marketing mix Work in partnership with Trade and Digital Marketing teams
- Responsible for developing compelling storytelling presentations driven by consumer and commercial insights to help support sales efforts in driving organic and new business growth
- Work closely with sales leaders to support national distribution goals and ensure marketing opportunities are maximized
- Oversee execution of marketing plans across all channels in partnership with Trade Marketing and sales teams
- Responsible and accountable for measuring impact and effectiveness of marketing initiatives through both qualitative and quantitative analysis
- Responsible for managing two of the core six brands in the portfolio
- Responsible to lead the Quarterly Business reviews across the portfolio:
 - Analyze retail sales data (Nielsen) and generate compelling presentation tools and case studies for the sales team
 - Analyze depletion data (Diver), identify gaps/trends and create reports for Management action
- Accountable for brand financials, including the brand P&L and marketing budgets



QUALIFICATIONS:

- Bachelor's Degree required, MBA a plus
- 8+ year of experience in brand marketing, digital experience a plus
- Alcohol beverage experience/understanding required
- Strong leadership and coaching skills
- Bold, embraces risk, and want to solve the tough problems that other competitors may fear
- Obsessed with understanding what is taking place in culture and what is driving macro and micro trends
- Proven record of driving successful marketing initiatives
- Strong strategic, analytics and insight generation skills
- An individual that loves to draw consumers in, and has experience evoking an impactful connection between consumers and products
- Excited to work at an entrepreneurial company where proven success is key to be able to request more support
- Not afraid of shifting priorities and cutting through red-tape to problem solve
- Excited to build from the ground up with an eye on creating scalable campaigns and channels
- Exceptional written communication skills
- Exceptional interpersonal skills including ability to coordinate with multiple departments and diverse personalities
- Highly organized with keen attention-to-detail
- Effective time and project management skills

-Must pass a comprehensive background check and drug screen

-Must adhere to all Company, Federal and State Food Safety Regulations and Policies

-This organization participates in E-Verify

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