Position Description

YEALANDS WINE GROUP
MARLBOROUGH ≈ NEW ZEALAND

Position	Senior Brand Manager
Department	Marketing
Reporting to	Marketing Manager
Location	Auckland

Position Purpose:

To build the company's growth engines and future-proof the portfolio by accelerating our branded portfolio performance in key markets and leading the end-to-end innovation and new brand development pipeline aligned to demand-led growth and long-term profitability.

This role ensures the portfolio evolves in line with consumer demand, supply realities, and long-term strategic intent while delivering commercially viable growth opportunities.

Key Relationships:

External	Internal
Creative agencies Digital & Media agencies Event companies Market research providers Retail partners Wine Works NZ Winegrowers Dry Goods Suppliers	Marketing Team Global Sales Supply Chain Winemakers Finance Sustainability Team Leadership Team

Key Accountabilities & Tasks:

Develop & execute brand & growth plans

- Develop and deliver global growth strategies for the Babydoll brand across priority international markets
- Identify and assess new opportunities, building scalable new brand platforms that can travel across regions and channels
- Lead market entry readiness planning for new territories in partnership with commercial teams
- Develop and execute integrated communication strategies across digital, trade and consumer touchpoints in collaboration with agency partners
- Drive retailer and customer-specific activation programmes to accelerate brand growth
- Manage allocated budgets with strong commercial discipline, with a clear focus on brand equity growth and measurable ROI

Commercialisation & financial acumen

- Develop and manage the innovation roadmap spanning product, format and price-tier opportunities.
- Own the end-to-end innovation pipeline from insight through to launch.
- Identify portfolio white space opportunities across consumer segments, occasions and channels.
- Develop compelling new brand and product propositions that unlock growth, strengthen portfolio balance and enhance long-term brand equity.
- Lead concept validation, financial modelling and business case development in partnership with Marketing Manager and cross-functional teams.
- Collaborate with Sales and Finance to build strong commercial launch plans and sell-in toolkits.
- Monitor launch performance and optimise initiatives to drive sustainable revenue and margin growth.

Key Accountabilities & Tasks:

Project Management

- Manage innovation and brand growth projects from concept to launch
- Ensure cross-functional alignment and timely delivery
- Maintain a visible 3-year innovation pipeline
- Be solution focused and ensure all initiatives are consumer- and customer-led

Health, Safety, Compliance & Standards

- Always abide by relevant legislation and the company's policies and procedures whilst acting within the capacity as an employee or whilst acting on behalf of Yealands.
- In relation to Health and Safety, environmental management, ethics, quality, and food safety responsibilities:
  - Comply with relevant legislation and related company's policies, procedures and standards are always adhered to.
  - Actively participate in related training.
  - Identify to your Manager areas where conforming to existing procedures will adversely impact adherence.
  - Report improvements or incidents through the company's reporting system and ensure investigations are completed, improvements identified and implemented to manage risk.
- Work with best practice regarding food defense and food fraud procedures.
- Actively participate in audits as required.

Role Specifications:

Education	• Preferred: Degree in Marketing or Business Administration
Experience	• **Must have prior wine industry experience and strong understanding of wine category, pricing tiers and global market dynamics** • Minimum 5+ years in brand management or innovation roles • Proven experience delivering new product development from concept to launch • Strong commercial and financial acumen • Experience working cross-functionally in complex organisations • Digital and integrated marketing experience • Experience using insight tools, and providing actionable insights • Worked closely with agencies/suppliers to deliver on a brief, and negotiate to deliver on time and within budget requirements
Specific Skills & Attributes	• Strategic thinker with innovation mindset • Strong analytical capability • Commercially driven • Strong stakeholder management skills • Ability to manage multiple concurrent projects • Clear communicator and collaborator
Core Competencies	• Demand-led thinking • Innovation capability • Commercial acumen • Influencing without authority • Speed and agility • Brand portfolio understanding • Passion for wine

This position description is intended to describe the general nature and level of work being performed. It is not an exhaustive list of all responsibilities, duties, or skills required, and the employee may be required to perform other duties (that they are skilled to perform) as needed.

Employee & Manager Acknowledgement:

Employee Signature	Date	Manager Signature	Date