

# Position Description

Position	Marketing Manager
Department	Marketing
Reporting to	GM Commercial
Location	Auckland
Date	June 2024

## Position Purpose:

To grow the awareness and profitability of YWG brand portfolio globally through brand building, consumer and customer activations and revenue generating new product development.

The Marketing Manager is responsible for developing, implementing, and executing strategic marketing plans, managing marketing resources and leading the marketing team with an agile, commercially focused mindset.

## Key Relationships:

External	Internal
Suppliers & agencies NZ Winegrowers Event companies Sponsorship partners Wine Works	Commercial teams – Supply Chain, Marketing, Sales Finance Team Winemakers Leadership Team

## Key Accountabilities & Tasks:

### Develop & execute brand & customer marketing plans

- Develop annual global brand plans identifying key objectives and strategies to drive growth and deliver commercial returns across the portfolio.
- Develop, implement, and obtain buy-in of the annual marketing calendar, brand plans and activity for the respective markets.
- Take the marketing lead on key customer and distributor relationships, working with their commercial teams to increase rate of sale, build brand affinity with consumers, and market the brands in meaningful ways with clear media/channel strategies.
- Ensure all initiatives are planned, implemented, and reviewed against brand standards as well as market and financial objectives. Share insights and results broadly amongst the business.

### Commercialisation & financial acumen

- Create a new product pipeline and strategy which can be tactically deployed for revenue generation in-year, along with a pipeline of innovation projects which meet current and future consumer needs.
- Take the lead on portfolio performance, ensuring a strong understanding of the brand P&L's across the Marketing team and actively manage performance gaps in conjunction with the Sales Managers and Commercial Finance Manager.
- Plan and manage the Advertising & Promotion budget for YWG.
- Set clear return on investment KPI's for marketing activity prior to commencement and report on this post-activity.
- Ensure knowledge of the current market conditions is maintained through regular trade visits, supplier debriefs and interaction with the sales managers.
- Take a lead on brand pricing strategies by key market. Work collaboratively with the Sales Managers to optimise revenue through pricing.

## Key Accountabilities & Tasks:

### Leadership

- Motivate, persuade & inspire both within team and business, leading with an agile mindset.
- Ensure direct reports are positively supported, engaged & have clarity to deliver their best in their roles. Coach and develop within team.
- Develop clear annual KPI's for direct reports that include key deliverables & key behavioural expectations. Reviews of these KPI's to be conducted twice yearly.
- Establish and maintain strong relationships across all levels of the organisation, ensuring buy-in and ongoing support of company initiatives.
- Lead the team to ensure outputs align with the company strategy.
- Inspire and drive a high-performing team culture by demonstrating exceptional leadership capabilities and behaviours.
- Participate in regular leadership development activities and/or training.
- Build and develop a team culture focused on operational excellence, and high staff morale through appropriate communication, coaching, reviews, training & development, and regular performance feedback.
- Have a visible presence across the business to promote engagement and positive working relationships.
- Establish and maintain strong relationships across all levels of the organisation.
- Proactively engage teams to ensure buy-in and drive support for company initiatives.
- Manage the department budget and report variances.
- Manage leave liability ensuring this remains within policy limits.

### Project leadership & management

- Lead & manage brand projects, ensuring stakeholder understanding & buy in to the project opportunity, budget, and timing
- Establish and maintain a professional network of suppliers to ensure profile, opportunities and costs are optimised.

### Health, Safety, Compliance & Standards

- Always abide to the relevant legislation, company's policies, and procedures, whether acting as an employee or on behalf of the company on both Yealands, supplier or customer sites.
- In relation to Health and Safety, environmental management, ethics, quality, and food safety responsibilities:
  - Lead by example ensuring relevant legislation, company policy, procedures and standards are adhered to at all times.
  - Identify and communicate staff development opportunities, working in conjunction with management to provide the necessary training.
  - Actively participate in related training.
  - Where uncertainty exists around legal or policy compliance, to seek clarification prior to commencing a task. Where activity has the potential to impact adherence to policies, communicate with Managers and the Leadership Team to find a suitable alternative solution.
  - Identify and report improvements or incidents through the company's reporting system, ensuring investigations are completed in full, improvements identified and implemented to minimise future risk.
- Actively participate in the injury management process.
- Enable and support employees to participate in environmental and sustainability programmes where appropriate.
- Adopt 'best practice' food defence and food fraud prevention procedures.
- Participate in and lead audits as required.

## Role Specifications:

Experience	<ul style="list-style-type: none"><li>• Essential: Extensive trade / consumer marketing experience (minimum 5 years).</li><li>• Extensive experience developing and implementing marketing &amp; business plans</li><li>• Proven staff management</li><li>• Proven ability to work effectively across cross functional groups</li><li>• Proven ability to manage multiple projects effectively, on time and within budgeted parameters</li></ul>
Education & Qualifications	<ul style="list-style-type: none"><li>• University qualification in marketing or business-related field</li></ul>
Specific Skills & Attributes	<ul style="list-style-type: none"><li>• Industry/market knowledge and expertise</li><li>• Organisation and time management</li><li>• Excellent computer literacy in Microsoft office, Nielsen/IRI/Aztec</li><li>• Strong written and verbal communication</li><li>• Skills in the early identification of trends/opportunities</li><li>• Results driven</li><li>• Accountability – ability to take complete responsibility for work</li><li>• Strong initiative – ability to work independently and as part of a team</li><li>• Strong analysis and data</li><li>• Superior product development skills</li></ul>
Core Competencies	<ul style="list-style-type: none"><li>• Speed and flexibility in delivery of initiatives</li><li>• Global marketplace and customer understanding</li><li>• Experts in marketing communications</li><li>• Strategic/entrepreneurial insight</li><li>• Interpersonal relationships – influencing</li><li>• Integrity &amp; trust</li><li>• Passion for Wine</li></ul>

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