

Delicato Family Vineyards
Position Description

Job Title: Marketing Manager
International Sales

Reports To: Vice President International Sales

Position Summary: Acting on own initiative this position will ensure that Delicato delivers top quality programming, creative material, effective communications, and brand and winery messaging. All for the purpose of fulfilling our distributors, retailers, and sales & marketing needs for the expansion of the Company's International business. And, to create and introduce new brands to meet the changing consumer needs. Assists with the development and production of strategically correct and sales focused creative materials. Creative materials include brand concepts and label design, promotions, coupon rebates, merchandising, corporate news updates and programs, direct marketing, collateral, signage, sell sheets, etc.. Manages and updates demand forecasts and production schedules for Corporate Brands.

International Brand Support - Manage new brand development and line extension initiatives across international markets, channels, and direct customers. Responsibilities include working with both internal and external creative sources to create and develop brands, packaging and programming that successfully meet the needs of the market and/or opportunity. In addition to working across all internal functional groups, responsibilities include working with the end customer in order to secure the specified business initiative.

- Develop, guide, and approve international label/marketing program and advertising
- Develop marketing plans for key markets and coordinate/support implementation
- Monitor and maintain the international brands website(s)
- Coordinate international trademark applications
- Create and manage exclusive/own label product development
- Coordinate brand marketing programming with international sales team
- Coordinate Strategic Brands programming/new brand development for international customers
- Coordinate project management initiatives – NPR development, costing, change orders, etc.

International Communication

- Develop, monitor, and maintain division communications; messaging initiatives include:
 - Importers
 - Trade
 - Consumers
 - Press/journalists
 - International importer and distributor sales teams
- Utilize international vertical response newsletter system to communicate regularly (60 days) across our global customer base. Communications would include but are not limited to providing:
 - Brand standards and updates
 - New product news
 - Company accolades
 - Wine competition scores
 - Press reviews and ratings (in association with PR)
 - Point-of-sale availability
 - Sharing best practices across distribution network
- Exploit, apply, and stay up-to-date with social mass media technology, such as International Twitter and Face Book as it relates to researching, marketing, and selling branded case goods; includes managing blogger relations.

International brand management and sales support – Provide on-going support and go-between for the international brand portfolio and division initiatives. Responsibilities include but are not limited to specialty labeling requirements, graphics development, POS development, and tradeshow support.

- Sales initiatives include:
 - International chain store proposals support/presentation
 - E-commerce initiatives(see John Hinman recommendation slides)

- Wine Clubs (i.e. Virgin, Direct wines) sales development
- Int. Airlines (outside broker program)
- International Airline/Duty Free proposal development
- Follow/manage sales leads/inquiries – qualification
- Coordinate wine competition entries with internal public relations and marketing teams
- Manage and oversee hospitality program for customer and journalist visits that further business development; this includes:
 - Managing the MAP program and developing further applications
 - Participating in trade shows such as, Canada Wine Fairs, LIWSTF, Prowein, Vin Expo, etc.
 - Participating on the Wine Institute Export Committee
- Other activities include
 - Interfacing with internal winemaking team as required
 - Managing and developing other marketing, public relations, or promotional opportunities as they arise
 - Working with retail and trade partners such as, ZAP, US Beef/Cheese, on California themed promotions
 - Developing and maintaining media partnerships/magazine supplements – i.e. California Supplements
 - Providing research and statistics to support International programs
 - Wine Education

Equipment and Materials Utilized:

Cell phone, laptop computer,

EDUCATION	BS degree in marketing or related fields. MBA a plus
EXPERIENCE	6-8 years of consumer package goods marketing experience, with emphasis on branding, product management, and managing outside agencies. Advertising or Public Relations, Internet or Interactive Marketing experience a plus. Preferred industry backgrounds: fashion, beverage, alcohol beverage, lifestyle, and luxury goods. Understands consumer needs and trends and is able to identify market gaps and seize opportunities.
REQUIREMENTS	Excellent analytical, verbal, and written communication skills (including copywriting and presentation). Proven track record in using innovative, creative, and effective execution to “make things happen.” Proven brand building effectiveness. Ability to develop and execute projects under tight timetables while managing multiple projects from conception through implementation. Strong conceptual skills. Working knowledge of MS Excel, Word, Outlook, PowerPoint, Adobe Photoshop, and Adobe Illustrator.
TRAVEL	To Manteca, tradeshow, and customer visits as required.

“Management retains the discretion to add to or change the duties of the position at anytime.”