



EMPLOYMENT OPPORTUNITY (Permanent, Full-Time)

POSITION: Marketing Brand Manager, Wine Category
DIVISION: Aquilini Beverage Group
REPORTS TO: President
LOCATION: Vancouver, BC or remote in Canada or USA

COMPANY PROFILE:

Aquilini Group (“AG”) is a diversified family business founded in Vancouver, BC more than 50 years ago with roots in the real estate development and construction industry. Today the company owns and manages an international real estate portfolio that includes commercial and residential properties, hotels, golf courses, vineyards and blueberry and cranberry farms. In addition to its ongoing pursuits in real estate development and construction, AG has expanded its holdings to include assets in the sports & entertainment, renewable energy, aquaculture, tourist attractions, restaurants, and food & beverage industries.

Aquilini Beverage Group (“ABG”), a division of AG, is a leading North American beverage producer with a portfolio of wine brands, ready-to-drink beverages and an innovation lab dedicated to the research and development of new and unique products. ABG is growing at a record pace, and always looking for new ways to captivate consumers with compelling beverage concepts, including our category-changing ready-to-drink beverages, a portfolio of successful wine brands primarily from Washington State, and spirits.

POSITION SUMMARY:

ABG is hiring a Marketing Brand Manager for its wine portfolio. The role will manage all wine brands for the US and Canada. The successful incumbent will employ consumer marketing and trade marketing strategies to develop vision and brand objectives for our wine brands and drive strategies to hit engagement, distribution, sales and revenue objectives. In addition, the incumbent will foster strong relationships with external agencies and internal stakeholders to lead the development and execution of strategic plans and lead the acceleration of volume growth.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(Other duties may be assigned as required)

- Develop brand plans, pricing strategies and promotional strategies to drive commercial results of annual brand depletions and share targets
- Develop and execute clear brand communication and activation strategies that drive brand growth, image and equity
- Develop and own programming calendars that map out executional strategies
- Develop, implement and report on annual brand KPIs, recommending ways to continually improve
- Build and effectively manage brand A&P budgets
- Manage the marketing team dedicated to executing the brand plan
- Lead development and creation of POS, sales support materials, and fact-based sales presentations

- Collaborate with winemakers to drive innovation and new product development in consultation with the Sales, Innovation, and Product Development
- Build briefs, scopes of work, and liaise with creative and PR agencies to execute creative, social media and communication initiatives
- Develop and implement “Best in Class” launches and promotional activities
- Analyze reports on sales activity and results, ROI, follow-up, and adherence to goals
- Liaise with Vineyards, Winemakers, and Sales & Production to build accurate forecasts, plan quantities, and maintain appropriate stock levels
- Work on product packaging in conjunction with the creative team
- Stay abreast of competitive and industry trends; reporting on relevant developments and evaluate opportunities within the beverage alcohol space
- Monitor customer, market and competitor activity to provide analysis and necessary action
- Work closely with Aquilini internal cross functional teams to achieve goals in Canada and US
- Use multiple sources to retrieve and analyze data and required information

REQUIRED EXPERIENCE AND QUALIFICATIONS:

- 5+ years marketing brand management experience in the Canadian or US alcohol beverage industry or CPG space
- Bachelor’s degree in business with an emphasis in Marketing or Business Management
- Business performance management including budget management and/or P&L responsibility is an asset
- Committed to delivering the highest quality work and seeks continuous improvement
- Results-oriented and looking to build a career in an innovative company with strong brands
- A self-motivated, proactive attitude; pursues goals with urgency and values growth and achievement
- Excellent communication and interpersonal skills; ability to create strong connections
- Familiar with agencies relationships, social media platforms and driving consumer engagement
- Ability to maintain a high level of confidentiality and discretion in sensitive situations
- Wine knowledge and / or WSET is a strong asset
- Experience working with relevant AVAs in Washington is preferred
- Organized and adept at working with minimal supervision in an entrepreneurial environment
- Effective prioritization and time management skills
- Possesses a strong sense of urgency and a bias toward action
- Mature attitude and ability to accept responsibility
- Strong computer skills/proficiency in MS Word, Excel, PowerPoint and internet research functions
- Comfortable with a flexible schedule and business travel

Interested, qualified candidates are invited to submit their resume by applying through our website at jobs.aquilini.com. This position will remain open until filled.