



Deutch Family Wine & Spirits' Stamford office currently seeks an Associate Brand Manager for our Low Lux & Fine Wine team who possesses the below.

The Associate Brand Manager (ABM) will play a pivotal role as part of the portfolio and Brand Team. The ABM will be responsible for performing in-depth data analysis and deriving key business insights that translate into actionable business decisions. Furthermore the ABM will play a critical support role in developing strategic brand plans and executing all marketing programs in place. The ABM is expected to demonstrate strong problem solving skills, the ability to take initiative and work independently, and develop strong cross-functional group relationships.

Qualifications:

- Bachelor's Degree; MBA desirable
- Minimum 2+ years marketing /industry experience
- Strong analytical skills are a must
- Ability to function effectively in a fast-paced, multi-faceted business environment
- Strong strategic and decision making skills
- Ability to take initiative, develop and seek out creative and innovative ideas
- Strong interpersonal skills and the ability to effectively interface at all levels within the organization and outside the company
- Understanding of financial P&L and budget management
- Excellent written and verbal communication skills, including strong presentation skills
- High level of proficiency in Microsoft Excel, Word, PowerPoint, Outlook and SharePoint
- Comprehension of digital marketing levers and best-use brand-building activation
- Nielsen syndicated data analysis proficiency a plus
- Basic understanding of wine a must; education or passion for wines is preferred
- Beverage Alcohol Industry experience a plus
- Ability to travel

Responsibilities:

- Analyze sales data using databases & spreadsheet software and derive key actionable business insights
- Contribute to development and execution of strategic and annual marketing plans which address all aspects of the marketing mix including P&L's, pricing, packaging, advertising, promotion, public relations, market research, and new product development
- Help manage outside agencies, including advertising, promotions, digital, public relations if applicable
- Build relationships with Sales to identify opportunities to develop brand growth
- Interface on a consistent basis with cross-functional groups (Sales, Finance, and Operations) to rapidly identify problems/opportunities and take appropriate action as warranted
- Handle consumer enquiries, requests and complaints received on-line
- Run and distribute monthly reports
- Manage brand budget, including coding and entering invoices
- Manage and participate in benchmark tastings



If your background and experience meet these qualifications and you want to join a dynamic industry, please [click here to apply](#).

Deutsch Family Wine & Spirits is a family-owned business committed to cultivating an environment in alignment with the company's values, mission, and vision. Our professional staff plays an important role in the company's continued growth and success. We offer competitive compensation, excellent benefits, and opportunities for advancement in a collaborative environment.

Deutsch's wine and spirits are sold to the trade with well-planned marketing support and offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and ability to identify and fill consumer niches within the wine and spirits category. They have built numerous category leaders including: the #1 selling brand in the US, the #1 imported brand in the US, the #1 Australian brand in the US, and the #1 French brand in the US. Chairman Bill Deutsch's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirits industry.

Deutsch Family Wine & Spirits is an Equal Opportunity Employer.

Learn more about Deutsch Family Wine & Spirits at www.deutschfamily.com