



Deutch Family Wine & Spirits' Stamford office currently seeks a Brand Manager [yellow tail] wines, who possesses the below.

[yellow tail] is the largest imported wine in the U.S. with a multi-million-dollar marketing budget, including the largest above-the-line advertising spend in the wine industry. Reporting to the Associate Director, the Brand Manager (BM) will function as the brand champion with P&L responsibility. The BM will be responsible for the planning, development and implementation of all strategic and tactical consumer-marketing activities to enhance the growth and profitability of their brand(s). Brand Managers are expected to be able to operate with significant autonomy, yet still have influence with functions and entities that work closely with the brand team.

Qualifications:

- BS/BA degree in Marketing; MBA preferred
- Minimum of 5 years in consumer goods marketing at top-tier marketer or agency; wine, spirits or food/beverage marketing experience a strong plus
- Ability to function effectively in a fast-paced, multi-faceted business environment
- Experience with public relations and digital marketing is desirable
- Strong strategic, analytical and decision-making skills
- Ability to take initiative, develop and seek out creative and innovative ideas
- Strong leadership and interpersonal skills; must have the confidence and ability to effectively interface at all levels within the organization and outside the company
- Excellent written and verbal communication skills, including strong presentation skills

Responsibilities:

- Responsible for development and execution of strategic and annual marketing plans which address all aspects of the marketing mix, including P&Ls, pricing, packaging, advertising, promotion, public relations, digital marketing, market research and new product development
- Shared responsibility for the delivery of volume, share and profit objectives consistent with overall brand strategy
- Build premium consumer/trade equity for the brand through the design and execution of consumer and trade strategies, including advertising, promotion, public relations, digital marketing and special events
- Work closely with Sales to identify opportunities to expand the business in existing channels of trade
- Manage all outside agency initiatives in support of the brand's business objectives to include promotion agency and advertising, digital and public relations agencies if applicable



- Ensure accurate and timely forecasting, develop monthly updates, and provide analysis and recommendations when sales vary from forecast
- Interface on a consistent basis with Sales, Finance and Operations to rapidly identify problems/opportunities and take appropriate action as warranted
- Be primary point of contact with overseas suppliers
- Interface with Senior Management/Executives
- Represent brand at trade functions and consumer events

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.