



Would you like to help turn one of the fastest growing and most disruptive wine brands into a true icon of the beverage business?

Deutch Family Wine & Spirits' Stamford office is currently seeking a Senior Brand Manager to work on its top performing Josh Cellars Wine brand.

A BRAND DISRUPTING AN INDUSTRY

The 2015 Wine Brand of the Year per Marketwatch magazine, Josh Cellars has seen tremendous growth and has become the fastest growing wine brand over \$12 a bottle, quadrupling in volume in the past 4 years.

Josh Cabernet is now the fastest turning brand in the \$10-15 price segment and was the largest selling Cabernet Sauvignon in the USA during the 2016 Holiday Season.

Josh Chardonnay is fastest growing major Chardonnay at the \$10-\$15 price point and now the #3 Chardonnay in the USA in only 3 years on the market

Josh Sauvignon Blanc and Legacy Red Blend are the #1 or #2 fastest growing brands amongst the top 10 selling brands at their price points

A BRAND WITH ICONIC POTENTIAL

In a category where packaging is the key consumer touch point, Josh's Scripted text logo and its antique parchment label design is simple and elegant, making the brand look much more expensive than its shelf price of \$10-\$15.

The liquid also consistently over deliver in terms of quality. Josh Cellars wines deliver rich and expressive flavors, but remain accessible to more novice wine drinkers and have been awarded numerous 90+ ratings by leading wine publications and reviewers. Not only does the brand look like a more expensive wine, it tastes like one as well.

The brand features an authentic and inspiring founder's story, rooted in fatherhood, community and classic American values.

THE ROLE

Reporting to the VP Josh Cellars, the Senior Brand Manager – Josh Cellars (SBM) will function as the consumer champion of the brand, helping to deliver the consumer driven strategy on the brand.

The SBM will be responsible for the planning, development, and implementation of the most critical strategic consumer-marketing activities to enhance the growth and profitability of the brand while building a brand that has deep meaning for consumers and a resonant voice in popular culture.

Qualifications:

- BS/BA degree, preferably in Marketing or Communications.
- Minimum of 7 years' experience in brand management with a heavy focus on communications development
- Deep and instinctive understanding of what works for the consumer in shaping competition beating creative ideas and execution.
- Proven success in building high performance agency relationships. Able to mobilize agencies around an inspiring vision and grounded focused briefs/feedback.
- Holds themselves and others to the highest standards of quality in creation and execution
- Excellent written and verbal communication skills, including strong presentation skills
- Excellent project management skills
- Strong analytic skills and financial acumen (can readily identify insights in ships/deps/consumption data and translate to action;), ensures all their solutions are rooted in commercial viability
- Excellent command presence as well as polished active listening skills.
- Able to operate with significant autonomy and influence with functions and entities that work closely with the brand team and all levels of the organization and the distributor network

Responsibilities:

- Development and delivery of brand communications including digital video content, paid social, social influencer content and traditional advertising
- Development of brand visual identity that creates unique and distinctive brand assets and ensures consistent coherent communication across the marketing mix
- Develop the brand's Social/Digital/Search/ E-commerce strategy to ensure the brand keeps pace with the everchanging digital/social/mobile landscape and can leverage these mediums to build relevance and drive sales
- Lead On-Premise maximization platform to ensure Josh becomes leading brand in buy the glass placements by partnering with sales to identify and spin best practice selling approaches and tactics.
- Measurement and Evaluation of all marketing activity to determine ROI and effectiveness of activity and help the organization understand how activity builds long term brand meaning and uniqueness

- Interface on a consistent basis with Sales, Finance, and Operations to align the consumer driven strategy and marketing activity in the plan, rapidly identify opportunities and challenges and take appropriate action as warranted

If your background and experience meet these qualifications and you want to help shape the future of one of the most disruptive brands in 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. Bill'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.