

Position Title: Director, Marketing (Black Velvet, Paul Masson Brandy, Vendange)

Location/Department: Canandaigua / Marketing

Reports To: VP, Marketing

Date: 1/11/11

Band: D2

Job Posting #: 11-0005

POSITION SUMMARY:

The Director of Marketing will have volume and profit goals for major specialty wine and spirits brands within Constellation Wines, U.S. Overall duties will primarily focus on brand management for key priority brands, including: strategy, positioning, business analysis, project management, advertising and media, promotions / trade marketing, ROIC initiatives and P&L. The Director of Marketing will also be responsible for the oversight and professional development of a strong marketing team via coaching and mentoring of direct reports.

RESPONSIBILITIES:

- Report to the VP of Marketing on the planning, development and execution of strategic brand plans, program creation and implementation, business and financial analysis, multi-functional team leadership, and people development.
- Lead the development of brand positioning, strategy and annual planning.
- Perform on-going business and competitive analyses and provide findings and recommendations for corrective action (where appropriate) to VP and various CWUS Senior Leadership Teams.
- Manage all day-to-day brand management tasks and projects (i.e. budgeting and reconciliation, S&OP, value-engineering initiatives, SKU rationalization, preparation and sharing of branded presentations to both internal and external audiences, etc.).
- Analyze price and product positioning vs. category / specific competitive set and develop actionable business recommendations for the brand portfolio.
- New product / line extension development and commercialization.
- Partner effectively with CWUS Sales, Channel, Distributor Partner and Trade Marketing Teams.
- Act as brand champion and liaison at key internal / external events (i.e. distributor visits, trade events, sales meetings, association meetings, etc.).
- Frequently visit key markets in support of regional marketing programs, distribution drives, new product launches, surveys, etc.—share out all in-market survey intelligence and findings with appropriate teams and provide recommendations to Marketing VP and/or senior management.
- Cross-functional team Management with key internal groups including promotions, events, public relations, finance, accounting, and production as required.
- Manage, coach, and develop two Marketing Managers as direct reports.

QUALIFICATIONS:

- **Education/Experience** - Bachelors degree in Marketing, MBA or MS preferred. Minimum of 5 years consumer packaged goods industry experience with an analytical background is required. Solid track record for developing effective consumer pull and Trade Marketing programs that drive brand equity, health and ROI. Knowledgeable in price positioning and category leadership a must. Experience successfully managing and developing people.
- **Technical** – Strong PC proficiency (Windows, Word, Excel, PowerPoint, Access) and experience with syndicated (IRI or Nielsen) and custom databases.
- Experience with JDE and Hyperion are a plus. Must have a thorough understanding of syndicated consumer and demographic data (i.e. IRI, AC Nielsen scan and panel, Spectra). Experience with financial and pricing data and systems are a plus.
- **Professional** - Strong planning, organizing, and project management skills with a solid financial acumen and analytical/problem solving ability. Strong customer service orientation is required and proven experience at successfully managing and developing people a must. Requires excellent interpersonal, written and oral communications skills with the ability to influence at all levels of the organization. Must be able to function in a fast-paced environment and be able to adapt to rapidly changing priorities. Requires one to be a team player with a positive attitude able to work with a variety of people at all levels; as well as, a self starter highly motivated with the ability to work independently. Ability to travel both locally and by plane.

PHYSICAL REQUIREMENTS / OTHER

- Ability to lift up to 45 lbs on occasion
- Must be flexible in work style and schedule: travel up to 30%, the wine industry is a hospitality-oriented industry, so availability to work weekends and evenings on occasion as required.
- Work primarily in an office environment but periodically work in a warehouse environment with variable temperatures and lighting. Sit at a workstation for up to 2 hour intervals.
- Must be able to stand, walk, sit; use hands to handle or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch or crawl; talk and hear.
- Must have close vision, distant vision, ability to adjust focus, peripheral and color vision.

APPLICANT PROCEDURE:

All applicants must submit a cover letter with their resume to the following contact either electronically, by mail or facsimile:

**Human Resources
staffing@cwine.com
Refer in subject line Director, Mktg**

Constellation Wines U.S. is a division of Constellation Brands Inc., the world's leading wine company. Constellation Wines U.S.'s powerful portfolio of premium wines and spirits includes such iconic brands as Robert Mondavi, Clos du Bois, SVEDKA, Blackstone, Arbor Mist, Estancia, Ravenswood, Kim Crawford and Black Velvet Canadian Whisky. To learn more about Constellation Wines U.S. and its portfolio, visit www.cwine.com.