

Position Title: Director, Promotions

Location/Department: San Francisco / Marketing Services

Reports To: Group Director, Promotions

Date: 7/20/10

Band: D

Job Posting #: 10-118

POSITION SUMMARY:

The Director of Promotions is responsible for leading the National promotions efforts across the CWUS Portfolio of brands. This position has a strong relationship with the brand marketing, trade marketing, purchasing, IT and finance teams. The position is the key point for guiding and setting strategy for the National promotions group, optimizing and implementing the promotions planning process, effectively executing promotional programs for the portfolio of brands.

RESPONSIBILITIES:

- Responsible for setting the strategic guidelines for National promotions planning, development and execution across the CWUS portfolio of brands.
- Oversees team of seven with direct supervision and professional development over three managers.
- Leads implementation of effective promotions technology and infrastructure.
- Set and oversee budget management process and lead communication with finance.
- Leads broad-based communication with brand marketing, trade marketing and sales related to promotions.
- Strategic oversight of portfolio of promotions related to creative design, ensuring alignment with brand equity and sales relevance, as well as innovation.
- Responsible for developing and implementing best practices related to workflow, timelines, processes and analytics.
- Directs fulfillment and redemption efforts and is strategic liaison to purchasing group.
- Domestic travel to gain insight into relevant account and market dynamics to use in refining promotional strategies and programs.

Key Stakeholders

- Internal Stakeholders: Brand Marketing, Trade Marketing, Sales, Purchasing, Legal, Channel Marketing
- External Stakeholders: Fulfillment vendors, Coupon Redemption vendors, Creative Agencies, Various Promotional vendors and partners

Competencies/Experience

- Critical Competencies: Leadership, Strategic Thinking, Organization, Planning, Prioritization, Communication, Professionalism, Pro-activity, Relationship and Team orientation.
- Experience with brand marketing and/or promotions, trade or customer marketing and technology/systems management

QUALIFICATIONS:

- BA required/MBA highly desired.
- Minimum 7 years related, senior manager, experience in any or mix of: brand marketing, promotions, trade marketing, agency senior management
- Min of 3 years of management experience with a proven track record of successfully developing, mentoring, and coaching teams.
- Strong leadership, team building, process development, systems management, customer service, communication, interpersonal skills
- Experience with processes, systems/IT related
- Experience managing complex budgets and timelines
- Solid understanding of Trade and consumer focus
- Wine or alcohol beverage experience preferred, not mandatory
- Strong PC skills (Windows, Word, Excel, PowerPoint)

PHYSICAL REQUIREMENTS / OTHER

- Able to lift 45 lbs.
- Able to travel regularly and stay overnight as business necessary.
- Must be able to stand, walk, sit; use hands to finger, 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, and ability to adjust focus, peripheral and color vision.
- Must be able to work in a standard office environment.

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, Promotions

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.