

Position Title: Director, Luxury Wines

Location/Department: So. Florida / Sales

Reports To: General Manager

Date: 8/16/10

Band: D2

Job Posting #: 10-129

POSITION SUMMARY:

The role of Director, Luxury Wine is to help guide the design, implementation, and execution of the Sales & Marketing programs for the “Luxury Wine Tier” of Constellation Wines US (CWUS). The primary goal, of the Director, Luxury Wine, is to boost incremental business across the luxury tier for CWUS. This position also acts as an ambassador and expert for the CWUS luxury wine portfolio.

RESPONSIBILITIES:

Luxury Wine Strategy Development and Implementation

- Develop and implement the luxury wine strategy for respective area
- Responsible for conducting luxury business reviews with distributor leadership
- Create new luxury wine programs and incentives
- Partner with Marketing on luxury wine initiatives

In-Market Activities and Relationship Development

- Work with internal sales team and distributors on account calls
- Responsible for a target list of accounts
- Build relationships with specified top accounts to grow luxury wine business
- Create and/or participate in sales blitzes
- Participate in market surveys

Training & Development

- Function as the local expert in wine education training and development for the internal sales team, distributors and key accounts
- Provides portfolio training and knowledge to enable our sales team and distributor partners to sell our portfolio effectively
- Acts as a liaison between the Academy of Wine and General Market.
- Act as an ambassador for the luxury wine portfolio

PR and Marketing Activities

- Participate in local PR and Marketing events, such as, trade and consumer tastings and host wine dinners

Miscellaneous

- Submit reports to GM, such as depletions vs. Plan, activities, successes, issues at least once a month but also as they occur and should be shared
- Coordinate Winemaker visits in the market
- Manage non-price budget for luxury wine programming
- Manage luxury wine inventory issues with distributor management

QUALIFICATIONS:

- Minimum of 5-8 years of related experience
- Bachelor's Degree preferred
- Passion for wine and a very strong understanding of the fine wine arena
- Formal education or certification in wine is preferred
- Alcohol & Beverage industry highly preferred
- Program and budget development, implementation, management and strategic decision making experience
- Demonstrated ability in customer management within specific territory
- Keen understanding of the three-tier distribution system
- Proven experience and strong abilities in educating and motivating others to manage business effectively
- Exhibits strong follow through on commitments
- Ability to drive results
- Strong relationship building skills
- Excellent communication skills, articulate with strong public speaking ability/ experience, effective presentation skills and excellent writing skills
- Strong Microsoft Office skills

PHYSICAL REQUIREMENTS / OTHER

- Must be able to drive a car and travel via plane/train, lift up to 45lbs
- Valid driver's license with the ability to be insured by CWUS
- Frequent travel within assigned area of business, 50%
- 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, 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, Luxury Wine**

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.