

Position Title: Sales Director - SVEDKA

Location/Department: NJ&CT / Sales – Zone 8

Reports To: Zone GM (Dotted line to SVEDKA GM)

Date: 1/25/11

Band: D2

Job Posting #: 11-009

POSITION SUMMARY:

Responsible for building SVEDKA business with the trade, developing distributor relationships within the specified marketplace and providing leadership to the CWUS sales team in the zone to deliver on company's sales objectives and goals

RESPONSIBILITIES:

Sales Planning and Process, Business Strategy

- Develop and achieve zone sales performance targets
- Ensure sales processes are fully implemented and practiced by all
- Develop annual Collaborative Business Plans, Periodic Tactical Business Plans, and appropriately partner with CWUS Sales Team on the management of Collaborative Business Plans. Monitor YTD progress vs. plan and monitors team's performance against plan; conduct weekly progress checks of distributor performance.
- Set expectations with key distributor personnel on distribution, shipments, and other sales activities
- Develop pricing strategies through review of (CPRs) competitive pricing reports
- Responsible for communicating SVEDKA brand strategy, standards and prioritization to CWUS Sales Team; including appropriate focus to the off premise and on premise business
- Negotiate, design and execute zone promotional plan
- Effective communication with CWUS departments including channel, finance, marketing and S&OP
- Manage new type & size launches: pricing, inventory, execution strategy, tracking, and measurement
- Ensure CORE standards and guidelines are followed

In Market Activities and Relationship Development

- Participate and advise in business development matters, including sales calls, market blitzes and provide in-market Leadership to CWUS and distributor sales teams
- Work directly with key on and off premise customers and maintain direct contact with key accounts within region
- Foster and leverage strong personal relationships with all levels of distributor and account management including ownership
- Partner with and provide strategic recommendations to Promotions, Brand Marketing, and Trade Marketing teams
- Participate in Company project teams as necessary

Financial Administrations and Analysis

- Deliver annual sales plan and manage the budget
- Provide market intelligence to Sales Operations Manager (SOM) and SVEDKA Finance Manager to perform break-even analysis on programming (as applicable)
- Review and approve POS/MAP requests of approved allocations
- Plan and oversight of non price budget. Negotiate budget with distributor and manage in collaboration with the CWUS zone team.
- Provide S&OP input, forecasting and product allocation
- Review and approve concur, pricing and non price requests and partner appropriately with Trade Marketing, Finance and the SOM
- Review/manage distributor spending/banks and A/R reconciliation, in compliance to specific contractual agreements and company guidelines
- Review and approve SIP requests
- Communicate competitive market changes and trends to appropriate CWUS functions (Marketing, PR, Strategic Insights, Channel)

QUALIFICATIONS:

- Bachelor's Degree required or equivalent work experience
- 7-10 years of sales, marketing experience or general management experience
- Effective communication and team building skills required
- Strong computer skills necessary
- Ability to influence and persuade others in order to manage business effectively
- Proven track record in team performance
- Strong analytical and analysis skills required
- Effective understanding of budgeting creation and management

PHYSICAL REQUIREMENTS / OTHER

- Valid driver's license with the ability to be insured by CWUS
- Ability to lift up to 45lbs regularly
- Ability 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

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: Sales Director - SVEDKA

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