

Position Title: GROUP DIRECTOR, MARKETING –Super/Ultra Premium

Location/Department: San Francisco, CA / Marketing

Reports To: SVP, Brand Marketing

Date: 5/28/2010

Band: D3

Job Posting #:

POSITION SUMMARY:

The Group Director of Marketing is responsible for leading the brand marketing efforts across the CWUS Super and Ultra Premium portfolio. This position has a strong relationship with the sales team, promotions, public relations, consumer research, winemaking and production, finance and the external wholesaler network. The position is the key point for managing the overall brand marketing efforts, including positioning, program planning, implementation and long-range strategic planning for the portfolio.

RESPONSIBILITIES:

- Oversee the development and implementation of marketing and sales plan that achieves the annual sales, marketing, and financial goals, and supports the long term mission and positioning of each brand.
- Responsible for group management and administration, including staff hiring, supervision, evaluation and development, and department structure and teamwork.
- Responsible for Marketing Department's cost accountability and achieving effective use of financial resources.
- Provides Leadership to the marketing team to achieve objectives.
- Interfaces with operations and winemaking to coordinate brand strategy and product issues.
- Partners with sales management to ensure the appropriate levels of strategic and tactical support are provided to meet sales goals.
- Analyze sales, depletion, and pricing information; develop pricing strategy throughout the 3-tier system.
- Works with the Customer and Consumer Insight team to develop the information base required to effectively position brands and target profitable consumers.
- Market travel to gain insight into account / market dynamics to use in fine-tuning overall marketing programs and ensure marketing messages are clear and are implemented throughout all levels of the distribution system.
- Oversee the development of packaging and collateral material, working with creative services to provide direction to all design agencies.
- Prepare sales/pricing forecasts; develop and manage the marketing department budget through subordinates; coordinate department financial management and budgeting.
- Assure consistent, effective working relations and communication with other department heads.

- Liaise and coordinate across our wineries/organization to define brand strategy, pricing and promotional activities.
- Coordinates with Public Relations team in the development and management of event-based activities and media relations involving the brands.

QUALIFICATIONS:

- BA required/MBA highly desired.
- Minimum 7 years brand management in senior position with a significant role in brand/market strategy.
- Strong strategic, leadership, communication, interpersonal skills and demonstrated team building skills are essential.
- Team Management experience.
- Experience managing multiple brands.
- Strong focus on profitability and brand growth.
- Solid Trade and consumer focus.
- Strong PC skills (Windows, Word, Excel, PowerPoint), syndicated database experience (IRI or Nielsen), custom database experience (use of our custom Epiphany database program).

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: Group Director Marketing – Super/Ultra Premium

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.