

Position Title: Manager, Direct Marketing

Location/Department: Bedford / Direct to Consumer

Reports To: Manager, E-Commerce

Date: 7/26/10

Band: E

Job Posting #: 10-119

POSITION SUMMARY:

Responsible for the organization and implementation of customer relationship programs via email marketing programs, wine club communications, e-commerce and database management and results analysis. Responsibilities will focus upon the creation, management and analysis of the retention and loyalty programs, via consumer communications (electronic and otherwise), as they relate to ecommerce sales initiatives and wine club communications. (inserts and electronic). Position has one direct report.

RESPONSIBILITIES:

1. Consumer Communications

- Develop email marketing campaigns for brand promotion, wine club marketing, and e-commerce retail sites. Write and edit copy, send test emails, create viable lists from consumer database, and develop associated segmentation and test campaigns.
- Determine targeting variables, preference based triggers, and RFM prospects to ensure that email campaigns maximize brand loyalty, profitability, inventory depletions, and consumer satisfaction and relationships across all direct channels.
- Conduct database analysis for use in customer profiling and campaign formation.
- Manage consumer database; liaison with IT and brand managers to include consumers from brand and other independent sources. Work with IT to maintain and update systems to handle new consumer campaign propositions.
- Create monthly reporting including response analysis and ROI details.

2. Wine Club

- Assist in the development and production of wine club materials: sign-up forms, visitor center POS, shipment newsletters, welcome letters and club cards, sale inserts and other communication materials.
- Manage and continue development of wine club loyalty programs designed to maximize member retention. Design tracking system; analyze and report response rate, cost, and revenue generation.
- Participate in strategic planning of long term goals relating to meeting revenue plan goals, new member acquisition, club member retention, and generation of sales.

- Work with Wine Club Managers and Visitor Center Managers to ensure accurate and timely promotion of wine club and club events via email, newsletters and club website.
- Review monthly GL chargeback reports from Visitor Center Managers.

3. E-Commerce

- In coordination with Ecommerce manager, manage long-term strategic sales plan for all web-based Retail sites. Create and implement monthly sales e-mail calendar that identifies and captures revenue and inventory depletion opportunities.
- Ensure that sales initiatives meet and support departmental goals without undermining wine club or customer loyalty programs.
- Work with Brand and channel to support national and regional promotions.
- Generate profitability and detailed performance reports for all direct campaigns.

4. Department Administration

- As required, participate in departmental forecasting, reporting, analysis, budget planning, staff development and goal setting.
- Network with brand management, public relations and other departments to promote the value of Direct Marketing and its unique position as a vehicle for regional and national brand support, revenue generation and consumer loyalty.
- Work with Wine Club and Ecommerce Managers, Visitor Centers, and other departments and fulfillment partners to ensure effective and timely execution of direct marketing programs.
- Contribute to special projects as requested by Wine Club Managers, Direct Marketing Director and Vice-President. Contribute to initiatives to support brand or company goals and objectives as needed.

QUALIFICATIONS:

- Bachelors Degree required, or equivalent work experience.
- 5 years experience in wine industry customer service, marketing or sales.
- 1-3 years of Supervisory experience highly preferred.
- Outstanding customer service skills.
- Knowledge of wines and wine industry, 3-tier system, and consumer direct sales.
- Excellent attention to detail.
- Outstanding organizational abilities.
- Exceptional oral and written interpersonal communication skills
- Ability to function independently.
- Computer proficiency: Word, Excel, POS systems, database management systems
- Competency in collecting and analyzing data, dashboard reporting and decision making.
- 2 years Online Marketing – including Email, Social, SEM, SEO - and Web Development experience
- Email marketing experience and familiarity with ESPs like Vertical Response, Responsys, YesMail, etc.

PHYSICAL REQUIREMENTS / OTHER

- Will require long periods of sitting (approx. 75%)

- Walking, standing, bending and lifting (approx. 25%)
- Moderate noise level in the work environment
- Travel may be required

APPLICANT PROCEDURE:

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

Terry Cristani, HR Manager
7801 St. Helena Hwy., Oakville, CA 94562

terry.cristani@cwine.com

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