

**Position Title:** Manager, Public Relations (North Coast, Central Coast, WA)

**Location/Department:** San Francisco / Public Relations

**Reports To:** VP Public Relations

**Date:** 3/19/10

**Band:** E2

**Job Posting #:** 10-046

## **POSITION SUMMARY:**

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Responsible for working with VP of Public Relations, PR and Marketing teams to develop and execute programs that elevate strategic messages of Constellation Wines US wine brands within the organization and the marketplace. Develop and disseminates newsworthy information about people, vineyards, wines and wineries to carefully selected press, trade organizations and targeted consumers. Responsibilities include managing communication plans to internal and external audiences for multiple wine brands brand and contributing creative public relations and marketing strategies.

## **RESPONSIBILITIES:**

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- Manage all public relations aspects of multiple wine brands.
- Develop strategic public relations and communications plans, ideas and programs that support the strategic messages of each estate for multiple wine brands.
- Work with team of spokespeople to develop and refine messaging and when necessary, schedule media/speaker training.
- Communicate reviews to marketing, winemaking and sales.
- Assist in development and execution of annual public relations driven events. Attend all committee meetings, make contacts to organize participation, contribute ideas and expertise.
- Communicate with visitor centers to manage messages and maximize promotion of winery events and news.
- Manage distribution of press releases and media information.
- Manage the release of wine shipments to the media, with strategic pitching and timely distribution.
- Update and maintain journalist/publication editorial calendars.
- Manage, communicate and assist in keeping product fact sheets updated for new releases and all press kit materials.
- Represent company at select industry conferences, media events, seminars, tours and other consumer/trade events both on and off site.
- Create and manage public relations brand budget for key areas of responsibilities within portfolio.

## **KEY RELATIONSHIPS**

**Internal:**

- **Public Relations:** Work directly with Vice President of Public Relations to execute and implement public relations plans and objectives.
- **Marketing:** Work with Marketing Managers to execute public relations strategies that support marketing efforts. Participate as a committee member in events and programs supported by PR.
- **Sales:** Work with sales to manage in-market travel of winemakers and for support of all public relations related events and in-market activities.
- **Winemaking:** Communicate reviews and extract information for product fact sheets, press kit updates and PR Calendar. Interface regularly with winemakers to understand style and direction of wines, and to represent winemakers.
- **Creative Services:** Work with Creative Services team to produce PR materials needed for events and communication.
- **PR Coordinator:** Manage, develop, and coach one PR Coordinator.

**External:**

- **Organizers of industry conferences/events:** Develop and maintain on-going relationships with PR agencies of targeted events which CWUS elects to participate in. Attend and contribute to committees and associations that add value and provide valuable PR access for wine brands.
- **Suppliers:** Leverage relationships with suppliers to achieve best value and most innovative ideas for press kits, newsletters, public relations etc.

## **QUALIFICATIONS:**

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- Bachelor's degree in business, marketing, or related field preferred.
- Minimum of 5 years experience in professional public relations capacity. Wine press and/or wine industry background experience strongly desired.
- Self-starter with the ability to forge relationships and add value to public relations and marketing team.
- Proven desire and ability to think creatively in driving Public Relations efforts.
- Willingness to try new things and develop relationships with key people and organizations.
- Ability to prioritize and get things done.
- Excellent oral and written communication skills.
- Excellent computer skills including Word and Excel.
- Excellent proofreading skills.
- Proven public presentation skills.
- Ability to work effectively and flexibly in a rapidly changing, fast paced environment of a growing wine brands company.
- Ability to work harmoniously with co-workers and perform duties and responsibilities in a manner consistent with the company's value of exhibiting the highest quality standards in all endeavors.

## **PHYSICAL REQUIREMENTS / OTHER**

- Ability to lift approximately 45lbs on occasion
- Work in a normal office environment. Sit at a workstation for up to 2 hour intervals.
- Must be flexible in work style and schedule: travel up to 25%,
- Weekend and evening availability. Some travel required between wineries, to off-site meetings and events and out-of area events.

- 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 and hear.

## **APPLICANT PROCEDURE:**

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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: {Insert job title}**

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](http://www.cwine.com).