

## MARKETING MANAGER, ON

Reports to: Vice President

Location: Mississauga, ON

### Job Summary:

The Marketing Manager is responsible for developing, implementing, and executing strategic marketing plans and brand plans selected wines and spirits suppliers and portfolios within the Charton Hobbs Group of Companies (CHG) in Ontario, always observing best industry practices and ethical business methods.

### Essential Duties and Responsibilities:

#### **Competitive Analysis & Market Intelligence:**

- Review ongoing market trends, competitive activity, and brand performance highlights; identify overall portfolio and brand opportunities through the creation and analysis of quarterly marketing reports, identify strategic pricing opportunities
- Supervise monthly actual vs. forecast tracking with IT and adjust LE's as necessary based on market and brand performance trends
- Maintain close regular communication with the sales team in weekly meetings plus work-withs (as applicable) to ensure program development and P.O.S. is targeted, relevant and fresh
- Pitch new products and marketing programming to the LCBO Category Managers for new listings and image programs
- Preparing Monthly Sales Reviews including proposing mitigation activities for when we are tracking off plan

#### **Brand Planning & Execution:**

- Manage annual brand planning, forecasting and A&P budgeting for all brands in ON; lead quarterly A&P reviews to stay within brand budgets and re-allocate funds as needed in order to maximize market activity;
- Measure and report on quarterly marketing programming
- Work closely with logistics to ensure inventory is available for programmed skus
- Manage quarterly sales presentations and sales materials, while updating master spending plans in PAWA to ensure programming is up-to-date and executed on-time;
- Cooperative development and planning with Ontario marketing team and sales management for brand plans, marketing applications, supplier and key account presentations, promotional materials, and sales tools, that meet CHG standards, are complete and delivered on time; at the direction of Sales Manager
- Prepare quarterly meeting presentation to motivate and inspire the activities of the sales force in relation to marketing initiatives
- Propose quarterly goals and targets in tandem with Sales Managers, review portfolio opportunities and new product options
- Communicate with suppliers as the main point of contact to review day-to-day issues and provide regular brand updates

### **Management/Administrative Responsibilities:**

- Maintain accurate and current data and systems within PAWA and PowerBI; create and monitor forecasts and spending plans in PAWA; manage expenses and promotional budgets within company guidelines
- Oversee supplier itineraries, working with Sales/Marketing Coordinator and Sales Management to plan supplier in-market activities;
- Manage expenses and any promotional spending within company guidelines.

### **Job Requirements:**

- **Experience:** University degree (BCom preferred) in Marketing or equivalent discipline and/or minimum of 3-4 years sales or marketing experience with a large wine/spirits portfolio or other important consumer products. You will have a portfolio of examples of your work to date.
- **Skills:** Must have excellent written and verbal communication skills. Must be highly organized and display excellent motivation and leadership abilities. You should be prepared to provide examples of your written work. You must have great PC skills (Microsoft Office, marketing tools, Canva) and be able to extensively use the CHG web-based applications for sales and planning activities. Must be able to juggle multiple situations and be self-motivated and able to work independently.
- **Knowledge:** Working knowledge of the marketing of wine/spirits or of an important consumer brand. Successful completion of several wine and spirit courses is desirable (such as WSET).
- **Physical:** Must be able to work a flexible schedule including evenings, weekends, and travel (includes overnight stays). Must be physically be able to lift and carry 41+ pounds and able to build displays or handle heavy POS material.
- **Other:** Must possess and maintain a valid Driver's license in the Province employed and must meet the Company's automobile insurance requirements. Must have and maintain a valid Canadian Passport.

**Other Preferred Job Qualifications:** Existing marketing trade relationships within the wine, spirit, hospitality industry. Minimum 3-5 years marketing experience overall. Membership in a professional marketing association.

If you are enthusiastic about the alcohol industry, possess marketing expertise, and are motivated by supporting the achievement of sales targets, we invite you to apply for this exciting opportunity to contribute to the success of CHG. To apply, please submit your resume and a cover letter outlining your relevant experience and why you are the ideal candidate for this today!

*The above information is representative of the work performed in this position, however it is not all-inclusive. The omission of a specific duty or responsibility does not exclude it from the position if the work is similar or related to the essential duties and responsibilities.*