



E. & J. Gallo International

Position: **ASSISTANT BRAND MANAGER-CANADA**

Job Code: I188CA

Revised Date: 11/07/2016

SUMMARY

Participates in the development and execution of annual marketing plans for one or more brands consistent with the Company's growth and profit objectives.

MANGERIAL STRUCTURE

- Reports directly to Senior Brand Manager
- This position does not have direct reports.

ESSENTIAL FUNCTIONS

- Uses a variety of data sources to analyze relevant business situations and proactively recognize, evaluate, and address key business issues, drivers and growth opportunities.
- Uses knowledge about consumers, competition and customers to assist in the creation of business solutions and provide ideas that support brand strategy.
- Maintains awareness of brand variables and is prepared to communicate status.
- Creates and makes presentations to customers as needed.
- Observes and analyzes new trends and competitive activities to seek out innovative ways to build the brands.
- Participates on team projects and business reviews.
- Contributes to the development and execution of marketing plan modifications, package changes and line extensions.
- Monitors progress of marketing plans and collaborates with other key functional areas and manages outside agencies to accomplish objectives on schedule and within budget.
- Contributes in POS and packaging meetings.
- Optimizes the budget while implementing tactics.
- Contributes to the development and assessment of consumer and advertising testing programs.
- Contributes the development of creative and public relations briefs.
- Generates reports for Field Sales.
- Must maintain satisfactory attendance, to include timeliness.

- May communicate with customers to understand their needs.
- Responsible for understanding and complying with applicable quality, environmental and safety regulations.
- Communicates well verbally and in writing. Keeps team members and management informed of project status.
- If accountable for the work of others, responsible for ensuring their understanding and compliance.
- This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned.

SUPERVISORY RESPONSIBILITIES

N/A

RESTRICTIONS

N/A

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND EXPERIENCE

- High school diploma or GED.
- Bachelor's Degree in Business or related discipline plus 2 years' of communications, finance, marketing or sales experience.
- Experience working for a Multi-National Corporation.

SKILLS

- Brand marketing experience is an asset.
- Computer skill requirements include: basic MS Word and PowerPoint; intermediate MS Excel and database. Ability to learn and apply other syndicated data systems.
- Strong organization skills and attention to detail.
- Experience performing work that is complex and varied in nature, requiring frequent evaluation, originality or ingenuity.
- Knows and uses the fundamental concepts, practices and procedures of this particular field of specialization.

E&J Gallo Winery is committed to providing Accessible Customer Service to people of all abilities while ensuring we respect the dignity and independence of each person.