

PwC is a powerful network of over 328.000 people across 152 countries. All committed to deliver quality in Assurance, Tax, Advisory & Technology services. Are you looking for great opportunities to continue your career?

This is your chance to grasp the opportunity of a lifetime! For the purpose of our client, a large winery in the region, we are looking to recruit:

→ Marketing Manager

Are you passionate about wine and experienced in creating impactful marketing strategies?

Job Description

We are seeking a talented and dynamic Marketing Manager to join our esteemed winery. As a Marketing Manager, you will have the opportunity to shape our brand's image, drive consumer engagement, and contribute to the continued success of our winery.

Overall, Purpose of the Role:

The marketing manager is responsible for the efficient organization, coordination and control of all marketing activities in the company. His/her responsibility is to create and manage strategic marketing plans, development concepts and budgets in order to increase the market share, sales and financial results of the company in all markets in which it is present.

Tasks & Responsibilities

Brand Strategy and Positioning:

- Develop and execute comprehensive marketing strategies that align with the winery's objectives and target market.
- Define and refine the winery's brand positioning, ensuring consistency across all marketing channels and touchpoints.
- Conduct market research to identify consumer trends, preferences, and competitor activities, utilizing insights to inform marketing strategies.
- Digital Marketing and Social Media:

- Oversee the development and implementation of effective digital marketing campaigns, including email marketing, social media, website content, and online advertising.
- Drive engagement and brand awareness through social media platforms, crafting compelling content and fostering an active online community.
- Monitor digital marketing performance, analyze data, and leverage insights to optimize campaign effectiveness.

Marketing Collateral and Advertising:

- Develop and produce marketing collateral, such as brochures, sales materials, packaging, and promotional items, ensuring consistent brand messaging and high-quality design.
- Collaborate with advertising agencies and other creative partners to create impactful advertising campaigns that resonate with target audiences.
- Manage the winery's presence at trade shows, industry events, and consumer tastings, coordinating booth design, materials, and logistics.

Public Relations and Media Relations:

- Cultivate relationships with media outlets, wine writers, influencers, and industry stakeholders to generate positive media coverage and brand exposure.
- Develop and distribute press releases, maintain media kits, and coordinate media visits to the winery.
- Serve as a brand spokesperson, delivering key messages during media interviews and public speaking engagements.

Marketing Budget and ROI:

- Develop and manage the marketing budget, ensuring optimal allocation of resources across various marketing initiatives.
- Monitor and evaluate the effectiveness of marketing campaigns and initiatives, analyzing return on investment (ROI) and making data-driven recommendations for future improvements.

Requirements

- Bachelor's degree in Business Administration, Marketing, or a related field.
- At least 5 years experience as a marketing manager, preferably in the wine or alcoholic and non-alcoholic beverage industry.
- Strong knowledge of the wine market, industry trends, and consumer preferences.
- Demonstrated success in developing and executing effective marketing strategies that have driven revenue growth.

Skills

- Excellent written and verbal communication skills, with the ability to effectively convey brand messaging to diverse audiences.

- Strong project management skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- Creative mindset with a keen eye for design and brand aesthetics.
- Passion for wine and a genuine interest in the winery industry.
- Must maintain and update the system documentation according to the requirements of ISO 9001;
- Must take care of environmental protection in terms of waste management, in accordance with the requirements of ISO 14001 and product safety in accordance with the requirements of ISO 22000 and positive legislation.

Join our clients' prestigious winery and play a crucial role in shaping their brand's image and market presence. You will be offered a competitive salary, comprehensive benefits package, and the opportunity to work with an exceptional team in a beautiful winery setting.

To apply, please submit your resume and any relevant supporting documents to mk_hrm@pwc.com. We look forward to hearing from you and exploring how your expertise can contribute to a continued success.

Application deadline is **24.07.2023**.

Work/Job location - flexible.

Note: By submitting your email address, you acknowledge that you have read the [Privacy Statement](#) and that you consent to our processing data in accordance with the Privacy Statement. If you change your mind at any time about wishing to receive the information from us, you can send us an email message - mk_privacy@pwc.com.