



## Director of Marketing & Sales – Phantom Creek Estates

On the sunbathed Black Sage Bench in British Columbia's Okanagan Valley, Phantom Creek Estates farms exceptional wines from historic vineyards. The winery's estate vineyards, including the acclaimed Phantom Creek Vineyard, are currently in transition to organic and biodynamic certification. By farming historic vineyards with care and precision, Phantom Creek produces wines that celebrate and speak to where they are grown.

We are currently looking for a **Director of Marketing & Sales** to join our team. This full-time, salaried position will be based in the winery on Black Sage Road in Oliver, British Columbia.

This position serves as a leader, educator, mentor and collaborator for our sales and marketing initiatives. The Director of Marketing and Sales integral role in the global marketplace makes it an exciting and engaging opportunity to network locally and internationally.

The essential functions for the role are:

### Wine Club & Online Sales

- Responsible for managing wine club and e-commerce sales and marketing initiatives and meeting forecasted sales targets
- Responsible for developing annual and long-term wine club/e-commerce business plans and budgets

### Marketing Initiatives

- Responsible for developing and executing annual marketing strategy
- Responsible for all branding and packaging
- Responsible for hiring, training, and coaching the Marketing and Communications Coordinator

### Media/PR

- Develop and execute annual media/PR strategy
- Coordinate media visits per the Media Visit Protocol
- Represent PCE at on- and off-site events and trade shows

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### **Hospitality Sales**

- Responsible for strategic development of hospitality sales and marketing initiatives in coordination with the Hospitality Manager
- Responsible for developing annual and long-term hospitality business plans
- In collaboration with the General Manager, responsible for hiring, training, and mentoring of the Hospitality Manager

### **Licensee Sales**

- Oversees PCE's licensee sales in coordination with the Sales Manager, ensuring communication of the PCE brand message is consistently
- Responsible for developing annual and long-term licensee sales business plans
- Responsible for in-market visits alongside the Winemaker to support licensee accounts
- In collaboration with the General Manager, responsible for hiring, training, and mentoring of the Sales Manager

### **Export**

- Responsible for managing PCE's export sales in coordination with the General Manager
- Responsible for in-market visits alongside the Winemaker to support export accounts

### **Strategic Planning**

- Responsible for updating and execution of the business plan as needed in coordination with the Executive team
- Prepare market reports for the Executive team

### **Qualifications:**

- Bachelor's degree, preferable in Business or Marketing.
- Strong experience in marketing and brand management 5+ years
- Minimum WSET Level 2. Prefer MW or MS
- Demonstrated experience and skill creating marketing materials
- Creative and detail orientated
- Outstanding written and verbal communication skills

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- Experience developing and adhering to a budget

This position offers a competitive salary and benefit package. Further this role will have the opportunity to travel.

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