

SCHEDULE A

PHANTOM CREEK ESTATES JOB DESCRIPTION

Job Title:	Sales and Marketing Director	Job Category:	
Department:	Marketing Operations	Location:	Oliver
Travel Required:	Yes		
Position Type:	Full-time	Start Date:	

Job Overview

Reporting to the Chairman, the Sales and Marketing Director strategically and proactively, leads the Marketing, Sales and Hospitality function. Working collaboratively with all other departments, the Sales and Marketing Director is accountable for branding; consumer, customer and public relations; marketing programs and initiatives and advertising campaigns with full responsibilities over the marketing budget, information and metrics, people (employee and service providers), and tools and resources (website, social media, advertising) who drives packaging, positioning, partnerships, content distribution, overall customer experience, sales objectives for channels inside and outside the winery (wine clubs, online, licensees, retail) that are in alignment with the goal of achieving the long term vision and strategic plan. This position is also accountable for overseeing the hospitality department, executing top tier wine and food pairing experiences both in the Tasting Room and Restaurant while meeting revenue targets.

Job Responsibilities

Strategy Development

- Develops and executes the strategic marketing plan to 1) position Phantom Creek Estates as the premier Okanagan Valley destination for wine, food, music, art, and wine country experiences, 2) achieve global recognition for PCE wines, and 3) outside sales objectives.
- Participates as a team member in product innovation and long-term strategic planning of the organization
- Oversees the Marketing budget and spend and directs all aspects of the marketing function
- Develops marketing KPIs and monitors executive of initiatives and activities to drive sales and grow revenues
- Manages the customer relationship management (CRM) software and database, analyzes uses information to inform and align marketing planning and execution
- Provides regular reports and updates to the Chairman on objectives, budget, and metrics

Sales and Export

- Develop weekly, monthly, and quarterly sales initiatives and goals
- Develop and implement sales strategies, tactics, and operational plans for sales and distribution of wine
- Lead the execution on key sales initiatives such as new vintage launches, promotional programs and distribution in various markets
- Provide competitive analysis for brand performance and competition through ongoing market research and analysis
- Develop and manage export channels and wholesale market
- Ensure best in class sales and merchandising execution
- Develop annual and long-term licensee sales plan
- Oversees PCE’s licensee sales in coordination with outside agency ensuring alignment with PCE brand
- Coordinate in-market visits alongside the Winemaker

Marketing Programs & Events

- Manages the marketing department team and activities
- Oversees wine club and e-commerce sales and marketing initiatives including reward programs, memberships, etc.
- Develops differentiated premium experiences for visitors to the Estate
- Inspires and leads PCE to host events and programs which showcase the Estate and its products
- Monitors competitive landscape and market trends locally and internationally ensuring PCE is positioned at the forefront
- Create an event feedback template and post event debrief process

Branding, Advertising & Promotions

- Executes on design and content for all product and program branding including trade marketing collateral, direct to consumer collateral, consumer education and experiences, website, and digital media
- Works with design partners to coordinate sourcing and production of marketing assets as necessary for the execution of online and traditional marketing initiatives
- Develops annual advertising and promotions schedule and plan
- Accesses advertising and promotional opportunities, coordinates media buying and ad production to support marketing strategy and brand personalities of PCE products
- Creates campaigns which elevate PCE reputation and recognition online and through traditional media
- Working with the Marketing Coordinator to develop and evolve website and social media strategy and oversees digital media efforts (including social media accounts) ensuring execution of content plans to drive consumer and customer engagement
- Tracks and optimizes digital and traditional marketing efforts

Communications and Public Relations

- Manages PR agency to obtain media coverage on behalf of PCE
- Coordinates and drives PR initiatives, wine critic, media and trade familiarization tours, and partnerships with complimentary organizations
- Develops dynamic content for online and traditional media
- Represents PCE at on- and off-site events and trade shows
- Networks with trade and consumer influencers

Licensee and Export

- Oversees PCE's licensee sales in coordination with outside agency ensuring alignment with PCE brand
- Develop annual and long-term licensee sales plan
- Coordinate in-market visits alongside the Winemaker
- Manages export sales

Other duties that may be required from time to time

Job Qualifications

- Bachelor's degree in Business or Commerce, ideally focused on marketing
- Completion of WSET Level 3, or equivalent. Exceptional wine knowledge to build a wine culture/service excellence in hospitality team
- Minimum of 5 years of hospitality and marketing experience in a managerial role.
- Minimum 3 years of supervisory experience
- Minimum 3 years of P&L management experience
- Proven track record building and executing sales and marketing plans and programs

- Proficient in Microsoft Office (Word, Excel, Powerpoint, Outlook)
- Competent user of computers and relevant software including CRM
- Knowledge and passion for wine
- Ability to seamlessly transition from strategic development to tactical execution
- Demonstrated ability to leverage data and information to inform decision making
- Impeccable verbal and written communication skills
- Proven track record writing and editing communications and ad copy
- Excellent organizational skills including the ability to set goals and manage projects, prioritize, and see initiatives through
- Strong negotiation and influencing skills
- Good understanding of market drivers and where the market is going
- Experience developing and adhering to a budget
- Experience using Vin65 (or other comparable POS platforms)
- Passion for products, the industry, and our opportunity
- Able to manage multiple and often conflicting priorities in a fast-paced environment, while ensuring delivery of high-quality work and service
- Working knowledge of Adobe Creative Cloud is an asset
- Working knowledge of CellarPass or Tock is an asset