



BRAND MANAGER

Job Description

We are seeking a motivated and high-achieving Brand Manager candidate to join the Price Family Vineyards & Estates team leading the Head High Wines and Three Sticks Wines Businesses. The Brand Manager position is an important leadership role in a very “horizontal” organization that partners with a cross-functional team to develop and execute the business and marketing plans for both brands. This position has constant exposure to ownership and reports to the Head of Brand Marketing. While some in-person meetings are necessary in Sonoma, this position can be held remotely.

Price Family Vineyards & Estates is a collection of some of the most highly acclaimed vineyards in Sonoma County including Gap’s Crown and Durell vineyards. The winery portfolio includes Three Sticks and Head High both focusing on Sonoma County Pinot Noir and Chardonnay. The company is headquartered in the historic town of Sonoma.

Essential Job Functions:

- Manages P&L proactively, driving strategies and tactics leading to revenue and contribution growth
- Leads development of business strategy, brand positioning and marketing plans/programs
- Manages brand team recruitment, development and retention; prepares team members for career opportunities and responsibility growth
- Collaborates across several functions - winemaking, supply chain, sales, finance, communications – to synthesize strategic and annual plans and maximize profitability
- Effectively oversees brand budgets, managing expenditures and expenditures appropriately
- Effectively manages outside agency partners to deliver brand goals
- Trend analysis, prediction, and ability to recommend changes in courses of action

Background Required:

- Bachelor's Degree in business, marketing, finance or related; MBA from top school strongly preferred
- 2+ years of progressive experience managing and growing brands
- Wine or consumer goods marketing experience preferred
- Experience with direct P&L management and responsibility
- Strong people leader, experience managing and developing direct reports
- Strong and consistent track record of successful brand growth across multiple brands and/or business units
- Entrepreneurial in thinking with strong sense of urgency; works well in fast-paced environment
- Comfortable making good decisions while dealing with ambiguity
- Demonstrated strategic thinking, advanced problem solving and analytical skills
- Demonstrated people management experience; ability to develop and lead a team of marketing professionals
- Strong interpersonal and business communication skills
- Experience in building strategic business plans that drive profitable growth
- Ability to develop and execute multi-channel brand marketing programs
- Track record of complex project management using internal and external resources
- Advanced understanding of various pricing strategies across multiple markets and channels

- Advanced presentation development and delivery experience
- Strong writing and editing
- Adaptable and flexible and can operate in a fast-paced entrepreneurial culture
- Social media understanding (Facebook, Twitter, YouTube, etc.)
- Strong PC skills (Excel, PowerPoint, Word)

Other Essential Abilities and Skills:

- Results driven self-starter with sense of urgency
- Analytical skills
- Thought and People Leadership
- Personable and able to Influence others
- Creative problem-solver
- Effective in ambiguous situations and entrepreneurial environments
- Strong communication skills (written, verbal, presentations)
- High integrity
- Not afraid to roll-up your sleeves
- Sense of humor, likes to have fun

This job description is intended to describe the general requirements for the performance of this job. It is not a complete statement of duties, responsibilities, or requirements. Other duties not listed here may be assigned by the Head of Brand Marketing or General Manager.