

Job Description The Nectar

Brand Manager

Job

Job title: Brand Manager – Rum & Bar Spirits

Hours / week : 38 (Full Time)

Your Mission

You are responsible for the animation of those brands imported by The Nectar that are dedicated to the Bar World : Rum, Gin, Porto, Vermouths, Tequilas, Mezcal etc.

Together with the Marketing Director you define different brand strategies and report to the brand owner

You introduce new products to the market and you determine their strategy

You are looking for opportunities in the market

You have contact with the press and social media (bloggers, key influencers)

You represent the brand in the HORECA sector together with our Brand Ambassadors

Building brand awareness, improving top of mind, hit targets and incentives together with the sales team

Building the yearly brand plan for your range of products and follow up

Job description: responsibilities and tasks

You will be...

creating together with the brand owner and the marketing director the brandplan for a year and the budget. You follow the brandplan. You are responsible for all activities in the plan and that all communication around them is on time. You follow the budget of all those activities and you report them pro-actively to the Marketing director

responsible for all communications related to your products (mailings, portals, etc.), in-house as well as to customers, the consumer and the press

co-organizing events and sales drives

creating technical product sheets

visiting customers during sales drives and you are on the lookout for opportunities to help the sales rep

organizing incentives, tastings, actions related to your brands with or for the sales reps

doing SWOT analysis of the brands and following up brand plans

reporting to brand owners : once a month, or twice a year

Supporting the sales force

organizing and coordinate sales tours : product pricelists, orders, communication with brand ambassadors and sales reps, etc.

communicating to the press and social media, building a strong database of contacts

helping out your marketing colleagues at special events

visiting on- and off-trade customers. You are able to implement a strategy

organizing incentives with on- and off-trade

following up special pouring deals – with on trade account manager

following up on budgets with the marketing director

Responsible for the social media account of the Nectar for your brands : FB and Instagram

This is not a 9-5 job

Personal competencies

Passion for the drinks industry, you understand markets and products. very well organized in a very fast changing market

Commercial approach and dealing with budgets

Dynamic and creative, team player, strong communicator, you know excel and PowerPoint

Language : FR/NL/EN

Experience

Marketing background preferred

Background in the spirit industry preferred

Product knowledge is necessary.