

Job Title: **EVENT MARKETING STRATEGIST**

SUMMARY

Performs a variety of project management and strategic functions on an accurate and timely basis to support the brand marketing clients' objectives and strategies through event marketing tactics. Serves as primary contact with marketing clients to ensure all event marketing projects are planned and executed creatively and professionally, and in line with core brand equities.

ESSENTIAL FUNCTIONS

- Identifies events in select markets to reach key consumers, media and trade.
- Acts as the main liaison between event organizers, media partners and marketing clients to ensure all event opportunities have appropriate background data on file.
- Ensures events are in line with brand strategy, as directed by the marketing department so that winery/brand presence is maximized at events, and they are fully leveraged to meet pre-planning deadline and execution standards of excellence.
- Participates in Marketing Brand Plans and brainstorm sessions
- Reviews project proposal plan to determine time frame, funding limitations, and procedures for accomplishing the project.
- Maintains awareness of staffing requirements, and allotment of available resources for various phases of projects.
- Manages event marketing strategies to ensure achievement of goals, objectives, and timelines.
- Develops comprehensive sponsorship proposals and makes sound recommendations for Brands & featured wines for all events based on inventory, brand focus, sales initiatives, etc. Gains approval from marketing clients.
- Manages and tracks Brand budgets including advertising, and marketing and PR related activities related to events and provides updates on a monthly basis.
- Develops style guides for events consistent with the brand identity and creative style guides.
- Advises and supports event organizers and marketing department with sponsorship and merchandising opportunities, high profile table locations, engaging partners, and seminar and demonstration opportunities.
- Works cross-functionally with Field Sales, Brand Marketing, Creative Services, PR, Compliance, Digital to provide support brand clients.
- Supports event staff and Local Sales Directors (On-Sale and Retail) in ensuring that winery/brand presence is maximized at events in their respective regions and cities.
- Maintains up-to-date communications with event contacts on all event activities including spokesperson, leveraging opportunities, staffing and wine deliveries. Manages and ensures achievement of event marketing goals, objectives, and timelines.
- Leads planning meeting discussions on project list. Writes agendas and provides meeting minutes with Event Marketing Specialists.
- Manages timelines and priorities for all projects.

- Creates timely and accurate reports (Event Overviews/Tracking Forms) for each event and distributes to key personnel.
- Attends events to oversee and execute on-site coordination, evaluation and trouble shooting.
- Provides direction and assigns tasks to event staff.
- Manages spokesperson responsibilities when needed.
- Coordinates staffing/pouring assignments for all events with Event Specialists
- Coordinates wine orders (distributor withdrawal or Modesto Warehouse), including shipment and delivery. Responsible for accurate labeling and on-time deliveries to all events.
- Works closely with Marketing clients and Creative (Style Team or Creative Directors, depending on project) to ensure ongoing development of key event merchandizing materials and event kits Completes and submits Design Requests for these projects.
- Provides guidance to Event Planning Assistant & Specialists to ensure all event paperwork is properly filled out and submitted in a timely manner.
- Works with outside vendors on special projects (caterers, private party venues, printers, electricians, etc.).
- Ensures logos & Brand assets are up-to-date, formatted properly, approved by Marketing and shared with event Promoters in a timely manner.
- Ensures event recaps are completed by attending Events team member or Sales point person and shared with Brand teams in a timely manner.
- Ensures Event Management Database is continually updated with completed tasks/event background.
- Ensures invoices are processed and vendors are paid in a timely manner.
- Maintains satisfactory attendance, to include timeliness.
- Responsible for understanding and complying with applicable quality, environmental and safety regulatory considerations. If accountable for the work of others, responsible for ensuring their understanding and compliance.
- This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned.

SUPERVISORY RESPONSIBILITIES

N/A

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

MINIMUM QUALIFICATIONS

- High school diploma or State-issued equivalency certificate.
- Bachelor's degree plus 4 years of hospitality, event planning, marketing project management, or marketing experience with increasing levels of responsibility;

OR

8 years of hospitality, event planning, marketing project management, or marketing experience with increasing levels of responsibility.

- Strong written, verbal, customer service and interpersonal skills.
- Required to lift and move up to 45 pounds.
- Valid driver's license and successful completion of background check. Required to obtain a California driver's license or appropriate state driver's license within 30 days of hire.
- Required to travel up to 40% of the time.

PREFERRED QUALIFICATIONS

- Bachelor's degree in Communications, Public Relations, or Hospitality plus 6 years of hospitality, event planning, marketing project management, or marketing experience with increasing levels of responsibility.
- Experience with reading, analyzing, and interpreting legal and Compliance documents.
- Experience with responding effectively to the most sensitive inquiries or complaints.
- Skilled in executing work with a sense of urgency while being accurate and detail oriented.
- Computer skills include: Intermediate MS Word and MS Excel, basic MS Access and MS PowerPoint.
- Experience working with all levels and functions within the Company.
- Excellent public speaking, telephone, customer service, team building, leadership, mentoring, and time management skills.
- Experience with working independently and exercising confidentially and sound decision making.
- Strong sense of creativity.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is frequently required to sit, use hands to finger, handle or feel and talk or hear. The employee is occasionally required to stand, walk, and reach with hands and arms.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually moderate.