



May,2024

MEDAUR WINERY

Internship Vacancy

FOR: Tourism marketing manager in a winery

Responsibilities of a Wine Marketing Manager

The responsibilities of the winery tourism marketing manager the following:

1. Market analysis, opportunity identification and brand strategy

working with both the marketing and sales teams, the marketing manager will look for opportunities within the wine market and create plans to capitalize on those opportunities. He will also identify market trends and support new product development to meet those trends.

2. Wine Tours Experiences

Identify segments within the tourism industry, to create tours and promo product to tourists

3. Prepare market reports for brand owners

Brand owners must kept informed about the performance of their brand in the market on a regular basis.

4. Monitor the implementation of market strategies

The wine marketing manager will perform regular market audits and analysis of market information to determine how well marketing strategies are performing. They will make changes on those results.

5. Prepare an annual promotional calendar

A promotional calendar must be prepared for all wins that the winery controls. The marketing manager should also develop new types of promotional activities that are appropriate to the brands being marketed.

6. Develop plans to improve customer engagement

Use deep knowledge of the customers, competitors and market conditions to improve customer engagement.

7. Work with the sales and marketing teams to deliver promotional events

Once the promotional events have been organized, the marketing manager must oversee their delivery. They will work with other staff members at the winery to ensure the events are a success and represent the brand appropriately.

8. Design and creation of marketing materials

The wine marketing manager will oversee the design of promotional materials and ensure that the brand is always correctly represented. The wine marketing manager will closely work with advertising agencies and printers to create the marketing materials. Will be required to develop point of sale marketing materials.

Test marketing initiative

Test marketing strategies by developing A/B tests, user testing plans and data analysis methods.

9. Manage product specific budgets

Products will have limited marketing budgets with must be strictly adhered to.

10. Wine Market Manager — Education Requirements

The candidate must have a Bachelor's degree, preferably in business administration or marketing. Ideally they will also have a Masters degree in a related business or marketing discipline.

11. Wine Marketing Manager — Work Experience

Outstanding spoken and written communication skills

Leadership skills and the ability to drive improvement within the business

Excellent organizational and planning skills

Intellectual curiosity and problem solving skills

Ability to be creative and innovative when creating marketing plans and marketing materials



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Driven, motivated and able to take the initiative

Must have a proactive, entrepreneurial spirit

Passionate about the wine industry and selling wine

Highly confident at analyzing market data

Able to use a variety of market analysis and analytics software tools

Strong customer service orientation

Able to work autonomously in a sometimes high-pressure work environment