



THE YUENGLING COMPANY

This position is for a **Director of Field Marketing** with **The Yuengling Company**. Formed in September 2020, The Yuengling Company LLC is a new joint venture between D.G. Yuengling & Son, Inc., America's Oldest Brewery®, and the Molson Coors Beverage Company. Headquartered in Ft. Worth, Texas, The Yuengling Company will manage market expansion west and lead all facets of the business in new markets beyond the 190+ year old brewer's existing 22-state footprint, which includes future D. G. Yuengling & Son, Inc.'s New England expansion.

Posting Date: January 18, 2021
Position: Director of Field Marketing
Department: Marketing
Reports To: General Manager

Summary: The Director of Field Marketing will lead the team responsible for executing the national retail marketing plan and will drive local marketing programs in key markets to drive brand sales and relevance.

Direct Reports

- Field Marketing Managers

Critical Relationships

- DGY Marketing team: Executive Marketing Director, VP of Sales & Marketing, Region Sales Directors, Zone Managers, Trade Marketing Manager (off premise chain), Media Manager & media agency, and Brand team.

Responsibilities

Annual marketing planning:

- Lead the Field Marketing team to develop the national marketing programming calendar
- Lead team to develop all support elements (includes brand programming, retail promotions, sponsorships, POS, and custom/multicultural programming)

Lead the development of annual plans for key priority markets:

- Work with Region Sales Directors to identify highest priority DMA's and coordinate with ZMs and their teams to build out key strategies, objectives and tactics
- Analyze plan effectiveness, ROI and recommend local marketing & sponsorship mix of tactics for the following years plan(s)
- Work with sales personnel and wholesalers in these key markets to clearly understand annual objectives/goals for the market (i.e.: sales volume, retail promotion standards, etc)



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- Develop specific field marketing plan, utilizing and maximizing all elements of the marketing mix directed towards meeting the goals/objectives and priorities for that market
- Lead the team and work with Regions/Zones to maximize our activation of large sponsorship and alliance partnerships. Including but not limited to the following: brand prioritization, on-site asset placement, media components, logo placement and maximization, and alignment to DGY national programming calendar
- Develop investment model for key markets, managing committed national CPC dollars, flex funds and any incremental resources needed to drive business objectives
- Ensure an on-going communication plan/process to continually monitor priority market plans

Budgeting:

- Identify, allocate, and manage local marketing funds
- Work with DGY Marketing Team , Director of Sales Strategy, Director of Region Sales and Zone Manager in development of annual budgets
- Work with Field Marketing Managers to establish budgeting protocols, tracking and reporting for priority DMAs, including measurement of ROI
- Responsibilities include the allocation of resources, forecasting performance, budget review and reconciliation, approval and submission of all expenses
- Adherence to all company and governmental regulatory policies

Marketing representation and program communication/sell in:

- Ability to understand and act on brand strategy, consumer targeting, and positioning
- Understand each brands' positioning and strategy and ensure all local efforts align with brand positioning and objectives
- Utilize consumer insights and sales analytics to create regional initiatives that deliver on marketing and sales objectives
- Utilize information to influence sales decisions

Communicate and sell-in all marketing programming :

- Represent marketing in key priority market meetings and play an active role in key business meetings
- For each program, develop proper sell-in material, including strategic positioning, marketing objectives, selling story, supporting data, timing as well as specifics of each program
- Ensure communication/sell-in of programming is done within the appropriate planning window with relevant parties (wholesaler, ZM/DM)

Minimum Qualifications

- Bachelor's degree with 10 or more years of sales and marketing experience in a related role



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- Cross functional marketing background in areas such as brand, retail, channel, trade marketing and/or sponsorships is a plus
- Strong ability and experience in leading the development and management of marketing plans
- Experience should include establishing goals/objectives, strategies, tactical programming and evaluation process. Critical experience requirements include:
 - Marketing program design, implementation and communication
 - Management of marketing programs and activation of events and sponsorships
 - Experience negotiating and leveraging marketing sponsorships, alliances and partners
- Experience managing people in direct reporting and indirect reporting relationships
- Has either worked in or had a strong working relationship with the sales team
- Experience working with and activating local sponsorships in the form of: major sports leagues, teams or other high profile partners in the sports, music and/or entertainment landscape
- Highly developed interpersonal skills and leadership qualities are necessary; individual must be able to interact at all levels within an organization including the wholesaler network; skills should be grounded in a “team player” mentality, resulting in strong working relationships
- Works well in a fast-paced, action oriented environment where priorities change and timeframes are critical
- Requires strong written and oral communications skills with the ability to communicate well across all levels of the organization. Must feel comfortable in giving presentations with various audiences and sizes (distributors, retailer, sales team etc.)
- Must have experience in and be able to demonstrate ability to make decisions independently and recommend viable solutions to problems and issues
- Must possess excellent organizational and time management skills
- Needs strong negotiation and persuasion skills
- Must possess computer skills which include MS Word, Excel, PowerPoint, e-mail; experience with or ability to learn new digital interfaces
- Position resides in TX and requires up to 50% travel

Preferred Qualifications

- Experience in the beverage alcohol industry or CPG industry using a distributor/wholesaler distribution system
- Understanding of social networking/media technologies and their application to marketing

Interested applicants should send resume and salary requirements to TYCjobs@yuengling.com.