



## Juice Box is growing! Marketing Manager for Client Projects

Seeking experienced, detail-oriented and creative Marketing Manager to join our team. Candidates must possess strong attention to detail and organizational skills to consistently and accurately develop and implement marketing plans and projects across Wine Club, Tasting Room, eCommerce and Telemarketing sales channels. Experience in the planning and management of direct marketing, email marketing, advertising and digital marketing executions required. Creativity and the ability to think beyond the traditional highly desired!

This is a contracted role, with specific focus on select client projects. Flexibility in location is offered – working from offices in Marin County, Sonoma or your own home at times. Hours needed depend upon projects contracted; currently we are seeking support on 2 client projects located in the St. Helena and Yountville areas.

### A SAMPLING OF THE EXCITING, ESSENTIAL DUTIES INCLUDE:

- Develop and manage client marketing plans & programs focusing on brand integrity, profitability, customer acquisition and loyalty.
- Gather industry research and information as necessary for marketing planning.
- Conduct database analysis for use in customer profiling and promotion campaign formation.
- Develop revenue projections and expense assumptions for marketing plans and campaigns using expanded Key Performance Indicators and benchmarks.
- Generate timely reports and perform analytics for digital marketing, wine club, tasting room and other sales and marketing executions.
- Develop and oversee creative development for client collateral and marketing materials, advertising, consumer communications, and promotion campaigns, via online/email, telemarketing, catalog and direct mail, etc.
- Execute email marketing using CRM and email software applications.
- Collaborate with Juice Box team on all client projects and ensure clients are kept up to date.
- Other tasks and projects as requested.

### QUALIFICATIONS:

- 5 - 10 years' experience in marketing, hospitality and sales across a variety of channels.
- Strong quantitative competency, including ability to accurately forecast and plan across channels.
- Excellent communication skills, both written and verbal. Effective content and copy writing is important. Presentation skills a must.
- Excellent project management skills.
- Demonstrated proficiency with CRM databases, PowerPoint, Excel, Word, and Outlook. Experience with Photoshop beneficial.
- Demonstrated experience in developing and implementing successful brand, marketing and direct marketing programs.

EXPERIENCE & FAMILIARITY WITH THE FOLLOWING NEEDED:

- Email service provider tools (i.e. Vertical Response, MailChimp).
- Google Analytics, Google Docs, Google Sheets, etc.
- CRM or other database software (i.e. Salesforce, SugarCRM).
- Wine Industry POS, Ecom and other service providers (i.e. Vin65, VinSuite, ShipCompliant).
- Project management software (i.e. Basecamp).
- Document and file management tools (i.e. Dropbox, Box).

TO APPLY:

Please send your resume and any sample programs, plans or case studies to [kristi@juiceboxdirect.com](mailto:kristi@juiceboxdirect.com).