

Marketing manager required by Boschendal Wines

Issued by NICOLENE DI BARTOLO MANAGEMENT APPOINTMENTS

25 Sep 2015

Boschendal, located between Stellenbosch and the beautiful Franschhoek Valley, established in 1685, has been crafting extraordinary wine for over 300 years. With your inherent passion for wine, and as a seasoned marketer, you can become an integral part of this opportunity to help drive one of the top most iconic brands in SA Wines to the next level.



To lead this particular heritage to new markets, we require a seasoned marketer to join our company, to focus on local and international consumer-focused marketing strategies, playing a proactive leadership role, converting strategies into practical action plans. You will work closely with trade marketing and both the international and domestic sales teams.

You'll define and drive effective implementation of international, local and emerging brand strategy to drive brand market share in appropriate markets. You'll be in charge of our brand's sustainable profitability (GP performance) and maximised ROI through well-planned A&P expenditure and marketing efficiencies. Driving NPD/rationalisation projects for the brand, collaborate to create, launch and track performance of the product offerings in all markets, will form part of your role. You will also lead ATL/BTL advertising, PR, publicity, internal brand communication and appropriate digital marketing initiatives for the brand.



You have a BCom/BusScience (Marketing) and Post Grad Degree (an advantage) in Marketing/Strategic Management. You are a wine lover, but you must have an understanding of target marketing and of global and domestic consumer/shopper wine consumption trends, taste profile and preference changes. Your marketing experience is from managing strong FMCG brands and you are an expert in online and traditional marketing management and highly skilled in visual communication.

Nicolene Di Bartolo Management Appointments has been retained to manage this assignment. To apply, please upload your CV at www.nicolenedibartolo.co.za or email your CV to monalisa@nicolenedibartolo.co.za Enquiries: 021 466 8900.

Closing date: 2 October 2015. Kindly do not contact DGB or Boschendal directly.