



HANS HERZOG

JOB DESCRIPTION

Job Title: Sales & Marketing Executive
Start date: 1 July 2023
Location: Marlborough, New Zealand
Reports to: Owners / Managing Director Therese Herzog
Hours: 40-hour week, usually Monday to Friday 9 – 5.30pm (incl. 30' lunch break)

About Us:

We are a small, family-owned, and operated boutique winery in Marlborough, New Zealand. We prioritize quality over quantity and are dedicated to crafting highly acclaimed, age-worthy wines that are rich in varietal character. Our natural winemaking process and attention to detail in our organic single estate vineyard are the backbone of our business.

Job Purpose:

You handle everything related to the promotion of our wines with the goal to increase our winery's visibility and sales by targeting new and grow established markets. You will build and grow relationships with key customers, distributor and influencers. You handle our social media, host visitors and curate exclusive private wine experiences.

Key Responsibilities:

Sales:

- **Identify new markets and sales opportunities.**
- **Build and maintain relationships with key customers, distributors, and influencers.**
- Attend trade shows, industry events, and wine tastings to promote our wines.
- Ensure exceptional customer service and efficient operations at our cellar door shop, overseeing inventory management and sales reporting.

Marketing:

- Develop marketing materials and promotions that will support sales efforts.
- Help develop and execute a marketing strategy that will increase brand awareness and drive sales.
- Developing action and business plans to expand and support distribution partners.
- Manage social media accounts and create content that will engage and educate customers about our wines including:
 - Strategy Development: Setting clear goals, target audience identification, and defining our brand's unique voice and messaging.
 - Content Creation: Developing engaging and relevant content, including text, images, videos, reels, and other media formats, that aligns with the brand's identity and resonates with the target audience.
 - Scheduling and Publishing: Planning and scheduling posts across different social media platforms using social media management tools to keep a consistent and optimized posting schedule.
 - Community Engagement: Actively monitoring and responding to comments, messages, and mentions, engaging with followers, and building relationships with the social media community.
 - Analytics and Performance Tracking: Regularly checking and analysing key metrics to evaluate the effectiveness of social media efforts, making data-driven decisions, and adjusting strategies as needed.
 - Social Media Advertising: consider creating and managing paid advertising campaigns to increase brand visibility, reach new audiences, and drive specific marketing goals.
 - Influencer Collaborations: Collaborating with relevant influencers or brand

ambassadors to amplify reach, increase brand awareness, and tap into their audience base.

- Reputation Management: Monitoring online conversations, addressing customer concerns, managing online reviews, and maintaining a positive brand image.
- Staying Updated: Keeping up with evolving social media trends, algorithm changes, and platform updates to optimize strategies and stay ahead of the competition.
- Compliance and Guidelines: Adhering to platform-specific rules, regulations, and guidelines, as well as legal and ethical considerations, to maintain a responsible and compliant social media presence.

Managing a social media presence requires consistent effort, active monitoring, and ongoing adaptation to the ever-changing digital landscape.

- Develop and execute events and promotions that will drive traffic to the cellar door and increase sales revenue.
- Develop new types of promotional activities.
- Develop plans to improve customer engagement.
- Improve and manage our customer data base.
- Manages our website to increase online wine sales (web-shop) through regular promotional activities via Klaviyo and Canva inclusive newsletters, blogs and press releases.
- Creating tasting notes and back labels texts

General:

- Participate in winery tours and tastings as needed.
- represent Herzog's at trade events and other public appearances.
- General office tasks to support our small team.

Qualifications and Experience:

- Bachelor's degree in Business Administration, Marketing, or a related field
- Proven track record in sales and business development, ideally within the wine industry
- Passion for wine and understanding of the industry.
- Excellent communication skills, both written and verbal
- Analytical and strategic thinking
- Team player who is willing to roll up their sleeves and get involved in all aspects of the business
- Experience with CRM systems and Microsoft Office suite
- Willingness to travel domestically as needed.
- You must be proficient in the following computer applications or able to quickly learn them:
 - Microsoft Office suite
 - Google Analytics (google ads)
 - Dropbox
 - Shopify including helpful applications like:
 - Smile (membership)
 - Book that app (online bookings)
 - Parcelfy (shipping cost calculation)
 - Klaviyo (mail program)
 - Canva (design tool)
 - Xero
 - Instagram, Facebook, LinkedIn, YouTube, Twitter, TikTok, other emerging platforms
 - Later.com (social media scheduler)

Salary and Benefits:

We offer a salary and commission package based on experience and performance. This role is key for our family business with an exciting decision-making scope as part of our executive team. Our motivation is to create amazing, handcrafted wines, not financial gain and our profits are modest. If your motivation is primarily a big income there a plenty of corporate wineries, here we try to achieve something much better.

To Apply:

If you meet the qualifications and are excited about the opportunity to join our small family winery team, please complete our application form together with a cover letter outlining your experience and qualifications for the position.

You must be legally entitled to work in NZ to apply for this role.