

# SPIER

## 1692

*Are you a strategic thinker with a passion for creative marketing and brand development? Spier Wines, a proudly South African heritage brand, is looking for a dynamic Brand Manager to join its close-knit, fast-paced marketing team. You have the opportunity to shape and execute brand strategy, and deliver real impact on a business, environment and people.*

*If you're excited by managing a broad range of marketing needs, delivering exceptional creative campaigns, and contributing to the growth of a nationally beloved brand – then this is the role for you.*

*Please send your cv to [Kathrync@spier.co.za](mailto:Kathrync@spier.co.za).*

**Job Title: Brand Manager - Spier Wines South Africa**

**Reporting to: Marketing Director**

The Spier Brand Manager plays a key role in creating and implementing the wines brand strategy in South Africa. You will work closely with the marketing and sales team on developing the marketing tools to drive wines business growth in South Africa.

### **Key Responsibilities**

- Develop and execute innovative marketing campaigns that align with the Spier marketing and sales strategy.
- Manage project workflows and ROI with creative agencies
- Manage key brand assets and elements in the South African market – including merchandise, trade, website, photography, CRM.



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- Execute creative communication campaigns through B2B and B2C channels including digital, events, retail, ATL, PR and other
- Work closely with the South African wines sales and distributions teams to achieve their sales targets.
- Work closely with production and winemaking teams to implement marketing outputs.
- Manage and mentor the Wines Marketing Coordinator
- Collaborate closely with the Spier marketing team to one Spier brand
- Commission and leverage market research and consumer insights to inform strategic decisions
- Maintain and improve marketing procedures
- Report monthly on marketing initiatives against set performance metrics.

### **Minimum Qualifications & Experience**

Minimum of 5 years' experience in a brand management role

### **Desirable**

- FMCG and alcoholic beverage related marketing experience
- Experience in or a good understanding of the South African wine industry

### **Skills & Attributes**

- Strong personal alignment with the Spier's vision and values.
- Ability to communicate clearly and effectively-both abstract and concrete concepts-across all levels of the organization.
- Skilled in analyzing and presentation to support strategic decision-making
- Creative and strategic thinker with the ability to implement actionable marketing plans.
- Capable of producing clear ROI reports for marketing activities.
- Highly organized with excellent time management skills and the ability to juggle multiple tasks and shifting priorities.
- Proactive, responsible, efficient, confident, and self-motivated



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- Able to work independently while maintaining strong team communication and collaboration

**Other:**

Must have own drivers licence

Must be able to travel in the year

Hybrid role – must be in the office on the farm at least 3 days a week



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