

Position Description

Position:	Assistant Brand Manager
Department:	Marketing
Reporting to:	Senior Brand Manager
Location:	Auckland
Date:	August 2025

Position Purpose:

The Assistant Brand Manager will work across the Yealands Wines branded portfolio, executing marketing strategies and campaigns to drive global brand awareness, customer engagement, and sales growth.

They will lead company marketing initiatives and communications, taking ownership of digital content creation, community management and execution across all platforms.

Working cross functionally, the ABM will support on product development and delivery, including NPD and strategic projects.

Key Relationships:

External	Internal
<ul style="list-style-type: none">SuppliersNZ WinegrowersEvent companiesWine WorksCreative & media agenciesInfluencersPhotographers / videographers	<ul style="list-style-type: none">Sales & MarketingSupply Chain & Customer ServiceFinanceWinemakersLeadership TeamHR

Key Accountabilities & Tasks:

Develop & execute brand plans

- Work with Marketing team to develop & present brand plans to the business annually.
- Develop and execute brand communications, working closely with Digital Marketing, PR and agencies
- Manage social media content and calendar and coordinate the execution of the social media strategy.
- Collaborate with wider business to plan and source engaging content from winemaking, vineyard, sales etc.
- Support Digital Marketing with content for website updates, eDM campaigns, and other digital projects.
- Engage influencers, PR and wine reviewers to increase awareness and consideration.
- Support with events and trade activities, championing brand integrity.
- Support Sales & Marketing with creation of marketing collateral, including presentations, promotional materials, tasting notes, bottle shots and medal stickers.
- Marketing administration and budget management, including product setup, changes and deletions, sample orders and purchase orders.

Key Accountabilities & Tasks:

Product Delivery & Project Management

- Support production and supply chain to ensure timely product delivery; label development and approvals, compliance, customer approvals and project management.
- Assist with new product development across our brands.
- Be solution focused, with attention to detail.

Health, Safety, Compliance & Standards

- Always abide to relevant legislation and the company's policies and procedures whilst acting within the capacity as an employee or whilst acting on behalf of Yealands.
- In relation to Health and Safety, environmental management, ethics, quality, and food safety responsibilities:
 - » Comply with relevant legislation and related company's policies, procedures and standards are adhered to at all times.
 - » Actively participate in related training.
 - » Identify to your Manager areas where conforming to existing procedures will adversely impact adherence.
 - » Report improvements or incidents through the company's reporting system and ensure investigations are completed, improvements identified and implemented to manage risk.
- Work with 'best practice' regarding food defense and food fraud procedures.
- Actively participate in audits as required.

Person Specifications:

Education:	Preferred: Degree in business admin and/or marketing.
Experience:	<ul style="list-style-type: none">• Proven experience in brand or product marketing (min. 2 years).• Ability to work effectively with cross functional teams and communicate to internal and external stakeholders.• Knowledge of traditional marketing and brand strategy.• Experience in digital and social media marketing, including content development.• Experience using insight tools, and providing actionable insights.• Experience briefing and working with PR/influencers/agencies/suppliers, and negotiating on timelines and budget.
Specific Skills:	<ul style="list-style-type: none">• Analytical skills and attention to detail.• Creative mindset with proven copywriting and content creation skills.• Proficiency in design and marketing tools; photoshop, canva, website CMS, mailchimp.• Collaboration – internal & external relationships.• The ability to manage and allocate budgets.• Strong written and verbal communication skills.• Experience with and an understanding of market research, PR, trade marketing, integrated communications, and digital marketing.• Time and project management skills, including the ability to work on multiple projects simultaneously.
Core Competencies:	<ul style="list-style-type: none">• Speed and flexibility in the marketplace.• Consumer understanding.• Strong ability to influence behaviour and perceptions without formal authority.• Integrity & trust.• High degree of business acumen.• Brand Awareness – a clear understanding of brands and the marketing mix.• Passion for wine.

This position description is intended to describe the general nature and level of work being performed. It is not an exhaustive list of all responsibilities, duties, or skills required, and the employee may be required to perform other duties (that they are skilled to perform) as needed.

Employee & Manager Acknowledgement:

Employee Signature	Date	Manager Signature	Date
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