



## **Director of DTC & Brand Marketing**

### WHO WE ARE:

Dry Creek Vineyard, one of Sonoma County's premier family-owned legacy wineries, is seeking a Director of Direct-to-Consumer (DTC) & Brand Marketing to join our incredible team! We are a collection of passionate, fun-loving professionals whose dedication to fine wine and connecting with others is at the heart and soul of each bottle that we produce. Now in our 51<sup>st</sup> year of operation, we are firmly committed to a "No Compromises" mentality, producing appellation-focused, *terroir*-driven, varietal-defining wines. We are 100% certified sustainable, and we care deeply about our wines, our customers, and each other. If our philosophy speaks to you, we want YOU to be a part of our team!

### WHO WE'RE LOOKING FOR:

The **Director of DTC & Brand Marketing** will be responsible for driving the strategic and tactical execution of DTC programs and integrated, holistic brand marketing across winery channels. As a member of the senior management team reporting to the President, financial and technological acumen are required to forecast and report on sales, implement strategic initiatives, ensure operational effectiveness, and provide team leadership and oversight.

You've probably been in a senior managerial DTC, Wine Club or Marketing role with 7–10 years of direct experience under your belt and a proven track record! You may be looking to explore new projects and goals with a focus on growth, strategy, consumer engagement and data. Perhaps the scope of your current responsibilities is too narrow, or you're being stifled by a corporate culture. If you've been in a role where you were pivotal in driving sales across multiple channels (from Wine Club to Tasting Room, Phone, and E-Commerce), spearheaded project planning with a diverse group of individuals, and cultivated a problem-solving, hands-on environment, this role might be a great fit for you! Experience with Commerce7 and Dash is a plus.

We're seeking a dynamic, positive, creative, and analytical mind with a love for Marketing, project management, data-driven decision-making, and creative DTC programs. You enjoy working in a fast-paced environment, embrace technology, and are hungry to help our high-performing DTC and Marketing teams be more successful!

### RESPONSIBILITIES INCLUDE:

- Collaborating closely with multiple departments and the Winery President to drive vision, strategy and tactical execution that ensures effective Marketing and DTC operations, memorable customer engagement/experiences, long-term growth and profitability, and alignment with our overall brand essence.

- Utilizing financial and technological acumen to manage the P&L; analyze purchase histories to track and forecast sales, customer, and Wine Club growth; drive revenues; build accurate projections; and set short- and long-term DTC and Marketing goals.
- Identifying and leading effective marketing and communications opportunities to grow brand awareness, enhance an authentic brand image, acquire new customers while maintaining current customers, and increase share of mind for all DTC and Wholesale audiences: consumers, distributors, and trade.
- Providing cohesion and 360-degree oversight to maximize integration between our Wine Club, Hospitality, Events, Tasting Room, Phone, and E-commerce channels, as well as overall Marketing, Public Relations, and Communications strategies.
- Brainstorm and implement data-driven, creative ideas to increase sales by developing subscription programs, loyalty initiatives, retention strategies, new sales opportunities, Wine Club benefits, and special promotions and events.
- Operational oversight for our DTC business, including but not limited to customer service, Wine Club shipments, wine inventory, sales forecasting, and shipping compliance on a day-to-day basis.

Does this sound like the type of role you would like to learn more about? **Send your resume and cover letter to [careers@drycreekvineyard.com](mailto:careers@drycreekvineyard.com).**

California Pay Transparency: Annual salary range is \$120k–160k. Actual wage will be dependent upon candidate's experience and qualifications.