



Job Title: Marketing Manager

Location: This role is ideally based in NYC, with opportunities to attend local events, tastings, and industry networking functions. Remote applicants are welcomed as long as you are able to frequently travel to NYC and work EST hours.

Company Overview: Communal Brands is a leader in producing, importing, distributing, and innovating eco-conscious wines. Rooted in our core values of quality, inclusivity, and accessibility, we redefine wine culture with approachable packaging. Join us in shaping a vibrant future where every sip embodies sustainability and community.

Job Description: We are seeking a creative and strategic **Marketing Manager** to join our team and lead our brand development and marketing initiatives from the ground up. As a key player in our organization, you will shape and execute a comprehensive marketing strategy that enhances our brand presence, engages our target audience, and drives growth in the NY wine market. This is an exciting opportunity for an innovative marketer who thrives in a dynamic environment and is passionate about building brands that resonate with consumers.

As our **Marketing Manager**, you will be responsible for developing a cohesive brand vision, creating and managing content, and implementing campaigns that resonate with our target audience. The ideal candidate is strategic, innovative, and ready to roll up their sleeves to make a lasting impact.

Key Responsibilities:

- **Brand Development and Positioning:** Work with the CEO to establish and refine the brand's voice, positioning, and visual identity. Ensure all brand elements consistently reflect our values and appeal to our target market.
- **Marketing Strategy Creation and Execution:** Develop a comprehensive marketing strategy that covers digital, social, and experiential channels, tailored to the wine industry. Prioritize initiatives that drive brand awareness, engagement, and conversion.
- **Social Media Strategy and Content Creation:** Design and implement a dynamic social media strategy, creating engaging content that tells our brand story and connects with our audience. Manage all social media channels, building and nurturing a community of brand advocates.

- **Campaign Management and Optimization:** Plan and execute marketing campaigns, from email and digital advertising to partnerships and influencer collaborations. Monitor performance metrics, adjust tactics, and optimize for best results.
- **Website and Content Management:** Oversee website content to ensure it aligns with brand messaging and enhances the customer experience. Update and maintain a blog or resource section as needed to support content marketing initiatives.
- **Event and Community Engagement:** Organize and participate in industry events, tastings, and community gatherings to build brand visibility and foster relationships with potential clients and partners.
- **Market Research and Insights:** Conduct regular market analysis to stay ahead of industry trends, understand competitors, and gather insights into audience behavior, preferences, and opportunities.
- **Collaboration with Sales Lead:** Work closely with the sales lead to align marketing efforts with sales initiatives, providing support with marketing materials, sales tools, and brand messaging.
- **Performance Tracking and Reporting:** Analyze and report on marketing performance metrics to the CEO, identifying key insights, growth opportunities, and areas for improvement.

Qualifications:

- **Experience in Brand Marketing:** 3+ years of experience in brand marketing, digital marketing, or social media management, preferably in the wine, beverage, or lifestyle industry.
- **Strategic and Creative Vision:** Ability to think strategically and creatively, with a passion for storytelling and a knack for translating brand values into compelling narratives and visuals.
- **Social Media Expertise:** Deep understanding of social media platforms, content trends, and community management. Proven track record of growing a social following and engaging an audience.
- **Strong Written and Visual Communication Skills:** Skilled in creating compelling content with strong visuals and persuasive messaging. Experience with graphic design or content creation tools is a plus.
- **Analytical and Results-Driven:** Proficiency in using analytics tools to monitor campaign performance, assess engagement, and optimize strategies for maximum impact.
- **Self-Starter with Entrepreneurial Spirit:** Comfortable working in a startup environment, managing multiple projects, and taking initiative to bring ideas to life.

- **Event Planning Experience:** Experience with event coordination or community engagement, ideally within the wine or lifestyle industries, is preferred.
- **Collaboration Skills:** Strong interpersonal skills with a collaborative mindset to work closely with all teams within the company.
- **Technical Skills:** Proficiency in using marketing platforms, social media scheduling tools, and analytics software. Familiarity with design tools (e.g., Canva, Adobe Creative Suite) is a plus.

Compensation and Benefits:

This role offers competitive compensation, with room for growth as the company scales. As part of a startup team, you will have the opportunity to directly impact the brand's success and take ownership of the marketing function.

To Apply:

If you're a passionate and innovative marketing professional excited about building a brand from the ground up, we'd love to hear from you! Please submit your resume and a brief statement about why you're the perfect fit for this role along with your salary requirements.