

New York Wine Brand Ambassador

New York Wine & Grape Foundation
800 S Main St, Ste 200
Canandaigua, NY 14424
(585)394-3620

Job Description:

NEW YORK WINE BRAND AMBASSADOR

NEW YORK WINE & GRAPE FOUNDATION

The mission of the New York Wine & Grape Foundation (NYWGF) is to promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy.

NEW YORK DRINKS NEW YORK

New York Drinks New York (NYDNY) is a multi-pronged program that aims to promote New York wines in the vital New York City market. It functions as an "exchange program" between New York City media and trade, and New York wineries. We recruit trade and media to participate in several events throughout the year to educate them on the quality and availability of New York wines.

NEW YORK WINE EXPORT PROGRAM

Through a grant from the USDA's Foreign Agriculture Service (FAS) and the Market Access Program (MAP), the New York Wine & Grape Foundation assists New York wineries seeking to explore opportunities in markets abroad. This is accomplished by subsidizing costs of marketing and promotional activities to help increase awareness of New York's wine, regions, and grape varieties in a "generic" program. NYWGF can also administer "branded" programs through which individual wineries can work to build export markets for their own products.

SUMMARY OF THE POSITION

The primary objective of the New York Wine Ambassador will be to build a network of and maintain relationships with members of the trade and media in the New York City market. They will assist in the development and execution of all NY Drinks NY initiatives and will work closely with participating wineries to support their efforts to expand their market presence. The New York Wine Ambassador will be the public spokesperson for the NY Drinks NY brand and will work to get media placements for the brand and wineries participating in the program. They will also be responsible for cultivating and stewarding sponsorships for various aspects of the program that will be used to grow the program's scope. We anticipate the position will be based in New York City, but will consider other New York State locations. This is a grant funded position with an anticipated end date of 3/31/19. Continued employment will be dependent on grant renewal and additional funding.

RESPONSIBILITIES

1. Effectively communicate New York Wines brand strategies and product information to all pertinent audiences: internal, distributor, trade, and consumer.
2. Build network of wine trade and food/beverage/tourism media relationships.

3. Work with Director of Member Relations & Development, Program Manager, and participating wineries to develop, implement, and manage an annual program strategy for New York Drinks New York.
4. Manage trade, media, and consumer events as outlined in the annual NY Drinks NY program strategy with Project Manager; including but not limited to:
 - a. Wine country trade and media visits
 - b. Annual NYC Grand Tasting
 - c. Monthly trade tastings in NYC
5. Manage and expand a list of key trade and media contacts that can be used to extend the reach of NY Drinks NY.
6. Cultivate and steward sponsorships for the NY Drinks NY program.
7. Create a strategy to activate the NY Drinks NY program and initiatives in other New York metropolitan areas and major US wine markets.
8. Plan and propose marketing, media, PR, merchandising and trade activities.
9. Representation at national and international trade shows for both the NY Drinks NY and Export programs.
10. Manage timely and cost-effective strategic brand relationships with outside agency partners.
11. Prepare progress reports including collected contact information and feedback to be submitted to the Director of Member Relations & Development on a monthly basis.

QUALIFICATIONS

- Ability to act as a brand leader to internal and external constituents given sufficient breadth of industry knowledge and experience
- Proven success in brand management
- Thorough understanding of three tier distribution system, market dynamics and industry protocols; including international markets
- Strong trade insight and understanding (channels, distributors, programming and incentives).
- Strategic thinker
- Wine education experience
- Familiarity with New York State American Viticulture Areas
- Experience with getting media placements
- Public spokesperson experience representing a brand
- Excellent written and verbal communication skills
- Strong interpersonal skills and an outgoing personality
- Highly motivated work ethic and organizational skills
- Excellent prioritizing, time management and organizational skills
- Ability to travel and work nights and weekends
- Proficiency in Microsoft Excel and Word

SALARY

Salary is commensurate with experience.

NYWGF is an Equal Opportunity Employer.

TO APPLY FOR THIS POSITION

Interested persons must email a cover letter, resume, and at least two references to the attention of Dana Alexander no later than June 1, 2018 to danaalexander@nywgf.org. Subject line must read: NY WINE BRAND AMBASSADOR OPPORTUNITY. Materials may also be

mailed to Dana Alexander, New York Wine & Grape Foundation, 800 South Main Street, Suite 200, Canandaigua, NY 14424.