



## **E-Commerce & Digital Marketing Manager**

### **Next Century Brand Group**

**Who we are:** Established in Raleigh, NC in 2018, Next Century Spirits blends together traditional techniques and unique finishing technologies to create enhanced distilled spirits. Our patented post distillation filtering and finishing technology creates a tool for the traditional distiller to expand their repertoire of achievable flavors and aromas while improving quality, maintaining consistency, and reducing supply chain issues. This technology allows for tight control over the entire production process, resulting in the ability to create bold and unique flavor customization options for brands to choose from in order to expand product portfolios and fulfill market needs. As we have matured so to have our aspirations of developing our own portfolio of brands. Our ever-growing portfolio is currently anchored by Yelawolf's Creek Water American Whiskey and the soon to be released Greg Norman's Caddy Cocktails RTD line and award-winning Bear Fight American Single Malt whiskey.

**Primary Duty:** To grow our topline sales in the e-commerce channel by developing and executing a long-term growth strategy in partnership with our Chief Strategy Officer. To develop and execute an immersive digital marketing plan in partnership with our Vice-President of Brand. To think outside the box in finding disruptive ways to sell and promote our brands through the digital space both with e-commerce partners and in key digital marketing channels.

**Reports:** Directly to the Chief Commercial Officer

#### **Responsibilities:**

- Driving consistent, year-over-year sales growth across our entire brand portfolio
- Plan and execute all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
- Identify trends and insights and optimize spend and performance based on the insights.
- Design, build, and maintain our social media presence.
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Develop and manage e-commerce accounts, including but not limited to Speakeasy, ReserveBar and Drizly.
- Analyze traffic to inform website maintenance and the effectiveness of marketing strategies.
- Plan, execute, and measure experiments and conversion tests on both the sales



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and marketing side of the digital space.

- Supervise all product design and ensure compliance to all product guidelines and coordinate with Direct Channels and improve all market strategies and incorporate latest technology in same and provide optimization in product search
- Analyze all ecommerce transaction and site and recommend improvements to enhance customer experience and assist all external partners and provide support to all associate activities and monitor all site issues and assist in resolution of same
- Maintain optimal level of customer services at all times and ensure simplicity in services and ensure compliance to all legal requirements and monitor all online channels.
- All other duties as assigned.

### **This Job Might Be For You If:**

- You enjoy building brands from the ground up through hustle, collaboration, creativity and autonomy.
- Have an entrepreneurial spirit and explore ways to get to a “yes” vs defaulting to a “no”.
- You enjoy solving problems. You love taking on difficult challenges and finding creative solutions. You don’t get flustered easily. If you don’t know the answer, you will dig to find it.
- You pay attention to the details. As far as you’re concerned, anything worth doing is worth doing right, every single time. You stay focused, and nothing falls through the cracks on your watch.
- You think on your feet. You like learning new things, and you can learn quickly. When things change, you know how to roll with the punches.
- You are motivated and driven. You volunteer for new challenges without waiting to be asked. You’re going to take ownership of the time you spend with us and truly make a difference.
- You want to work in a fast paced, entrepreneurial environment where you can make an impact immediately.
- You can brainstorm new and creative growth strategies through digital marketing.
- You have a positive attitude – every day is a new day to win.



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- You want to work in an industry that is a ton of fun . . . with people who are a ton of fun.

### **Minimum Qualifications:**

- 5+ years' experience in consumer goods sales, spirits industry a plus
- Proven experience in the e-commerce and digital marketing channel
- Proven managerial experience
- Familiarity with industry language, best practice, and ways of operating
- Strong knowledge of the three-tier system and how we can interact with distributors, customers and consumers to affect sales.
- Experience developing programming to drive results in the e-comm and digital marketing channel
- Strong influencing and stakeholder partnering skills coupled with negotiation and communication skills.
- Business and management knowledge principles involved in strategic planning resource allocation and coordination of people and resources.
- Excellent communication and analytical problem-solving skills
- Professional experience using MS Office applications: Excel, Word, PowerPoint.
- Ability to motivate and inspire colleagues, and work in partnership with others to drive, implement and support change.
- Ability to work in high pressure environment, often under tight deadlines.
- Be a strong team player; have experience in bringing teams/individuals together to deliver projects; strong thought and executional leadership
- Must have no alcohol related legal incidents and may be subject to a background check.
- BS degree in Business Management or related field. MBA preferred.

### **Request:**

- Full-Time Employment
- Location: Fairfield, CT



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