



NEXT CENTURY • SPIRITS •

Vice-President of Brand 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 Yelowolf'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 own and develop our brand portfolio, lead and implement our creative direction on all brands and curate our pipeline of future celebrity owned brands we have slated for launch in 2023 and beyond.

Reports: Directly to the Chief Commercial Officer

Responsibilities:

- Optimize current brand portfolio to maximize our growth potential with our strategic celebrity partners.
- Own the development of our brand plans and the pipeline of new brands on a continuous basis utilizing a disruptive marketing mindset blended with traditional methods.
- Manage our celebrity partnerships starting with Yelowolf and Greg Norman, and included a vast array of future projects currently in development.
- Lead innovation platform in partnership with our CCO and CSO to continually push the envelope when it comes to breaking industry norms and engaging new frontiers.
- Cross-functionally collaborate with all business units including sales, supply and finance to effectively manage our day-to-day business while planning for our future growth.
- Own the brand P&L and maximize our utility to drive high, continuous growth.
- All other duties as assigned.



This Job Might Be For You If:

- You believe in creating your own path forward, not following in someone else's footsteps
- You understand the cross-section with creative genius and commercial execution and how to navigate and prioritize accordingly.
- You know when to get in the weeds vs when to take a broader approach for the sake of pace.
- 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 have a positive attitude – everyday is a new day to win.
- You want to work in an industry that is a ton of fun . . . with people who are a ton of fun.

Minimum Qualifications:

- 10+ years' experience in CPG brand and field marketing and activation
- Alcohol/spirits industry experience highly preferred



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- Proven experience in partnering with celebrity stakeholders and influencers
- History of developing and executing against brand plans for existing products and new to world innovation
- Agency briefing experience for experiential assets, in-store POS, digital assets and media tools.
- Familiarity with industry language, best practice, and ways of operating – including compliance and an in-depth understanding of the Discus Marketing Code & Key Principles.
- Strong knowledge of the three tier system and how we can interact with distributors, customers and consumers to affect sales.
- Strong influencing and stakeholder partnering skills coupled with negotiation and communication skills.
- Excellent communication and analytical problem-solving skills
- Professional experience using MS Office applications: Excel, Word, PowerPoint. Must be an Excel expert.
- 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 Brand Marketing or related field. MBA preferred.

Request:

- Full-Time Employment
- Location: Fairfield, CT preferred, remote given the proper circumstance and right candidate.