



Brand Manager – Job Description

Company: Red Carpet Productions
Territory: Texas - Austin (70%) & San Antonio (30%)
Category: Marketing/Sales
Industry: Alcoholic Beverages
Employment Type: Full-Time
Reports to: President

The Brand Manager serves as the local representative for Red Carpet Productions' brands. Works to build brands and drive sales growth against specific goals in the Austin/San Antonio area. The ideal candidate has 3+ years of sales experience in the liquor industry and can tap into their existing relationships with key bartenders, decision makers and distributor staff. This person has a creative mind and knows how to connect our brands with an influential consumer audience. This position requires frequent travel between Austin and San Antonio, Texas to perform job functions.

As Brand Manager for Red Carpet Productions, LLC, one is responsible and not limited to the following activities:

- Achieve volume objectives for each assigned brand for your specific market within assigned sales budgets per brand
- Gain extensive portfolio brand knowledge
- Communicate regularly and work effectively with Red Carpet Productions CEO to determine goals, report on performance, and review monthly budgets
- Identify target accounts and build relationships with on-premise managers, bartenders, waitstaff, retail managers and distributor sales personnel
- Continuously keep a pipeline of new accounts per month and develop monthly features and programs with on-premise accounts with a pre-determined budget per account
- Coordinate with Red Carpet Productions staff for the production of menus and table tents as needed for monthly features. Responsible for providing content for creative design.
- Perform trainings with on-premise account staff for monthly features
- Continuously monitor chains for proper levels of inventory and POS and product display
- Visit independent liquor stores on a weekly basis to present product, merchandise and display POS material
- Set up retail tastings and programs based on approved budget
- Execute at least 4 tastings per month at retail stores
- Work with brand distributor's sales personnel as needed to visit accounts (on-premise and off-premise)



Branding with a Classy Taste

- Identify and maintain strong relationships and working partnerships with key local organizations to carry out engagements that will create brand awareness, encourage trial, generate buzz, and build brand's fan base
- Support social media activities by Red Carpet Productions and portfolio brands
- Create monthly sales reports and maintain records of activity on Trello
- This position will have access to an expense account to be used to manage client relationships. Expenses must not exceed the amount budgeted per month and will require a monthly report to validate expenses and reimbursements at the end of the month.

Job Requirements:

- High School Diploma or equivalent
- 21+ years old
- Ability and willingness to work nights and weekends
- Willingness to travel (valid Driver's License)
- 3+ years relevant sales experience (previous experience in Wine & Spirits industry preferred)
- Ability to multitask
- Proactive and results driven
- Strong interpersonal and organizational skills
- Self-motivated problem solver
- Ability to maintain confidentiality of sensitive information
- Professional, business-like appearance and demeanor