

The perfect blend



DGB is one of South Africa's largest independent wine and spirit producers and distributors. We are on the lookout for a highly dedicated individual to be part of our winning team as **Digital Brand Manager - Wine.**

COMPANY OVERVIEW

With a heritage that extends over 300 years of South African winemaking, we've come a long way from when DGB (Pty) Ltd was formally established in 1990. Since then, we have firmly rooted our place as one of South Africa's major independent wine and spirit producers and distributors. Today, DGB (Pty) Ltd is the visionary company behind the wine and spirits brands that have brought you the likes of Boschendal, Bellingham, Franschoek Cellars, Brampton Wines, Old Road Wine Company and more recently Fryers Cove. DGB also produces a portfolio of lifestyle brands including Tall Horse, Douglas Green, Saints, the beachhouse and Ribshack Red.

What separates DGB from our competitors is our ability to achieve continued excellence in every aspect of our business by leadership through innovation, service and a well-connected community. In fact, the wine and spirit industry in South Africa is known for being made up of a close-knit group of dynamic, vibrant and forward-thinking individuals. As a continually evolving space, there are always new opportunities and plenty of room for growth for those who enter and work within our exciting environment.

As a burgeoning company, we strive to place sustainable production and environmental practices front of mind in order to ensure continued growth without exhausting limited natural resources and remaining financially and ecologically sustainable. Over the years, we have launched various cutting-edge projects. From larger-scale efforts such as reclaiming rain water for cleaning and irrigation, installing a 801 kW Solar Energy System in Wellington (which is the single largest rooftop solar photovoltaic plant on any wine producing facility in South Africa), and introducing the Carbon Offset Bamboo Community Project to encourage carbon neutralisation to smaller but equally effective projects such as reducing carton board thickness, glass weight reduction and strict waste and recycling management.

Through continued diligence and dedication to our craft and clients, DGB has confirmed the spot as a well-regarded, household name within South Africa. Naturally, our success is wholly credited to the driven, smart, passionate and agile people that make up our dynamic and growing team.

More information can be found www.dgb.co.za/

Job title	: Digital Brand Manager
First level Superior	: Digital Marketing Manager
Second level Superior	: Marketing Director – Wine

JOB DESCRIPTION

The Digital Brand Manager, reporting to the Digital Marketing Manager, and working side by side with a Marketing Manager on a shared portfolio of brands is responsible for, amongst other things, the execution of the online marketing strategy, executing digital marketing campaigns and design, maintaining and supplying online content, engaging with online public through social media and ensuring visitor flow to digital sites. The successful candidate will be familiar with classic wine brand management responsibilities, which will include, but not be limited to liaison with multiple design and media agencies, event management, the ideation and execution of photo and video shoots, POS and menu management at Brand Homes and brand and wine training.

The Digital Brand Manager's highest priority will remain in the digital realm and will include analysis and reporting on visitor data and devise new ways to market products, sometimes working with Retailers with an online presence, to capitalise on market opportunities within the wine category, to grow volume, revenue and market share.

The Digital Brand Manager will have to work with internal channel stakeholders to ensure that all digital elements of consumer and retail campaigns are executed as best in class.

The Digital Brand Manager will work closely with the E-Commerce Executive in executing and delivering brand specific e-commerce campaigns which are exciting, engaging and constant.





KEY JOB REQUIREMENTS

include, but not limited to:

- Execute all web, SEO/SEM, Marketing database, social media communication plans.
- Analyze brand positioning and consumer insights
- Design, build and grow DGB brands social media presence alongside the relevant Marketing Manager
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Align activities around the brand's direction, choices and tactics
- Shape and communicate brand vision and mission.
- Translate brand elements into plans and go-to-market strategies
- Plan, execute, and measure experiments and conversion tests, while developing new and creative growth strategies
- Utilize strong analytical ability (Google Analytics, Net Insight, Omniture, WebTrends) to evaluate end-to-end customer experience across multiple channels and customer touch points
- Measure and report performance of all marketing campaigns, and assess ROI and KPIs
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies and provide guidance for adoption if appropriate
- Keep up to date with relevant technology and digital changes within the industry
- Maintain close interaction with Brand Marketing, remaining acutely aware of ever changing brand and social media expectations
- Where required, translate and interpret global core strategies and develop and expand plans for effective local alignment
- Monitor Competitor activity, sharing all developments with marketing lead, while implementing response tactice to win within the framework of the law
- Assume personal accountability for the realisation of digital brand health metrics
- Devise innovative growth strategies.
- Lead creative development to motivate the target audience to "take action"

PERSONAL ATTRIBUTES

- Passion for digital brand marketing, wine & brand management including brand leadership.
- Strong grasp of all digital media platforms
- Ability to work in a fast paced, dynamic and high-performance environment
- Effective leadership, delegation, planning, organisational and prioritisation skills
- Strong written and communication skills
- Performance driven and collaboratively inclined with ability to work effectively in a cross functional environment
- Knowledge of liquor markets, channels and categories in changing business environments
- Data-driven thinking and an affinity for numbers
- Excellent understanding of the full marketing mix
- Experience in identifying target audiences and devising effective campaigns

KEY JOB REQUIREMENTS

Qualifications

- Grade 12
- Relevant tertiary qualification diploma or degree

Experience

- 2 years brand or trade marketing experience – wine industry preferable
- 4 years digital marketing experience, preferably in the wine / beverage / lifestyle industry

**Closing date for applications is Date?
Please send your CV to recruitment@dgb.co.za for consideration.**