

## Job Description – Team Leader (Design & Trade Marketing)

<b>POSITION TITLE</b>	Team Leader (Design & Trade Marketing)
<b>DEPARTMENT</b>	Marketing Department
<b>REPORTS TO</b>	Marketing Manager
<b>ROLES REPORTING DIRECT</b>	Graphics Designers
<b>KEY RELATIONSHIPS</b>	Family Directors, Department Heads, Brand Managers, IT Department and Contractors, Sales Coordinators, Sales Managers, Cellar Doors, Winemakers, Production & Planning

### PRIMARY OBJECTIVES

Lead Marketing team members and identify growth and development opportunities within the direct Bilbul based Marketing Team. Oversee all team members and functions, guiding and coaching direct staff members.

Oversee on a daily basis, the design development or briefing required for any brand or other artwork to specifications as needed. Lead in collaboration with Brand Managers and Marketing Manager and external partners (eg. Fab Ladies, AFFW, others incl Government bodies and agencies and web designers) artwork for purposes such as website, social media, sales initiatives, cellar doors, POS, or advertising creative as needed. Oversee short and long lead artwork projects, promotional material and digital e-newsletters as briefed by the marketing, sales or cellar doors teams via the requisition system, ensuring all artwork is on brand, engaging and delivered on time. Maintain brand guidelines at all times and raise any concerns with the relevant Brand or Marketing Manager/s. Support internal and external stakeholders to ensure projects and sales support activities are completed to specifications and deadlines.

Align any trade marketing activity and POS and value add items to ensure best in class quality and cost effectiveness with internal/external designers and suppliers. May include finalising all legal requirements for consumer or trade promotions.

Allocate internal resources to assist in partnering with local community and internal stakeholders for any local events such as unWINEd in the Riverina which may require out of hours attendance.

Assist in the development and training of colleagues/contractors where needed. General administration duties as well as any other special projects that may arise.

Specific responsibilities include:

- Coach and mentor staff and ensure oversee all functions and day to day activities and projects
- Oversee all design work across your assigned priorities and those of direct reports
- Maintain brand guidelines and adhere to processes
- Support internal and external designers, printers and other providers through every stage of artwork development as required (concepts, proofs, press checks, final print etc)
- Lead trade promotions as agreed and ensure remain on brand strategy and report on effectiveness
- Manage POS/value adds from conception to grave and ensure consistent brand messaging and on brand
- Assist in the development and training of colleagues/contractors
- Other Special Projects
- General Administration Duties

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MAJOR RESPONSIBILITIES		
KEY RESULT AREAS	SPECIFIC ACTIVITIES	MEASURES
Lead and develop key direct report team members	<ul style="list-style-type: none"> <li>Coach and mentor staff and ensure oversee all functions and day to day activities and projects</li> <li>Ensure team engagement and collaboration with both internal and external stakeholders building relationships</li> <li>Review team structure on an as needs basis</li> </ul>	<p>Monitor direct team activities via holding individual weekly WIPs, attend meetings as required and approve all briefs and projects to monitor and prioritise team workload</p> <p>Ensure all projects stay on brief and on time and stay on brand strategy and budget as agreed (working collaboratively with Brand Managers / Marketing Manager)</p> <p>Formal performance reviews conducted annually and deal with any concerns ongoing in a timely fashion with visibility to / attendance by Marketing Manager</p> <p>Team structure recommendations and if required conduct recruitment in collaboration with Marketing Manager to address any staff resourcing</p>
Trade Marketing Support	<ul style="list-style-type: none"> <li>Lead and ensure delivery of best in class trade marketing initiatives and POS design and development managing either internal or external development with agencies/suppliers</li> <li>Ensure high quality, cost competitive branded/promotional POS material is delivered</li> <li>Continue to monitor competitor activity</li> </ul>	<p>Ensure all activity remains on brand strategy in conjunction with Brand Managers/Marketing Manager</p> <p>Manage from brief, design, quotation and through to final delivery of best in class POS to ensure high quality and on time delivery</p> <p>Review POS / promotion effectiveness with Trade / Sales / Brand Marketing feedback and provide measures when available eg: promotion entries etc</p> <p>Make recommendations based on industry trends and new materials / POS ideas</p>

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<p>Artwork Requirements</p>	<ul style="list-style-type: none"> <li>• Lead and/or oversee the development of the artwork (custom jobs or promotions), overseeing the project (short and long lead times) with both internal and external designers as required across various platforms and mediums</li> <li>• Brief internal and external designers and agencies as required</li> <li>• Workshop ideas with key members of the Marketing/Sales teams as required, presenting creative rationale and direction for various projects</li> <li>• Continually research market trends (creative ideas, placements)</li> <li>• Ensure deadlines are met across the team</li> <li>• Complete design file to suit requirements for print and/or digital</li> <li>• Continually research and share ideas with the marketing team on what is happening in the promotional space across all industries (stock, new point of sale items)</li> </ul>	<p>Artwork developed to specification and on time</p> <p>Best in class artwork created inline with brand strategy (working with Brand Managers / Marketing Manager)</p>
<p>Sales Support Function</p>	<ul style="list-style-type: none"> <li>• Design and/or oversee the production, distribution and invoicing of all template and custom POS as requested from and De Bortoli Marketing / Sales / Cellar Door staff via the online requisitions</li> <li>• Ensure deadlines are kept and quality is maintained</li> <li>• Continually work on new ideas and procedures to improve the quality and work flow of the design section of the department</li> <li>• Assist in the training of systems and processes with new staff/contractors</li> </ul>	<p>Quality Sales Support Material delivered in a timely manner</p>

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Digital Enewsletters	<ul style="list-style-type: none"> <li>Oversee the development of design team enewsletters via the company's MailChimp account</li> <li>Prepare or review suitable artwork and format content</li> <li>Maintain and share the scheduled activity for the various digital newsletter lists to key staff members</li> <li>Ensure artwork is sent to the correct list as per the scheduled time</li> <li>Monitor and share reports to relevant staff members via the Mailchimp platform</li> </ul>	Engaging enewsletters delivered on time to correct list
Maintain Brand Guidelines	<ul style="list-style-type: none"> <li>Ensure the De Bortoli masterbrand and its sub-brands are represented as per the guidelines set by the Brand Managers and Marketing Manager</li> <li>Continually work towards updating and maintaining the brands image at every design touch point</li> <li>Raise any issues with how the brand/s may be depicted</li> <li>Assist in the development of new guidelines</li> </ul>	Brand consistency maintained
Liaise with External Design and Print Agencies	<ul style="list-style-type: none"> <li>Work with existing contacts in delivering jobs on time</li> <li>Supply artwork files as they require (bottle images, logos) in a timely manner</li> <li>Seek new suitable contacts where applicable</li> <li>Source prices and materials for evaluation as needed</li> <li>Continually review and provide analysis and guidance on materials to the marketing team</li> </ul>	<p>Projects delivered on time</p> <p>Existing relationships maintained</p> <p>New suitable contacts formed</p>
Assist in the development and training of colleagues/contractors	<ul style="list-style-type: none"> <li>Train and give guidance to colleagues/contractors on the Adobe creative suite programs and Online Requisition System</li> <li>Advise staff on best practice processes when saving design files for print and web use</li> <li>Any other training requirements as requested</li> </ul>	Staff given guidance and informed on programs/systems
Other Special Projects.	<ul style="list-style-type: none"> <li>Any other special projects that may arise as requested by the Family/Senior Management/Brand Managers</li> <li>Assist members of the Marketing</li> </ul>	All projects completed in accordance with agreed time frames

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	Department during busy times or during absences of staff, in finalising work as needed <ul style="list-style-type: none"> <li>eg: leading consumer promotions and securing all legal permits</li> </ul>	
General Administration Duties	<ul style="list-style-type: none"> <li>Assist in maintaining the drives and Image Library and follow naming conventions</li> <li>Ensure all correspondence is correctly dealt with</li> <li>Ensure all accounts are coded and passed back to the Accounts Department</li> <li>Correct filing of all relevant information</li> <li>Cataloguing and archiving of Sales support designs</li> <li>Keep the office areas clean and tidy</li> </ul>	Efficient administration procedures

### SELECTION CRITERIA

#### ESSENTIAL

- Tertiary qualifications in Graphic Design
- Strong, proven leadership skills
- Experience in use of graphics applications such as In-Design, Photoshop and Illustrator
- Very strong people skills and ability to work as part of a team
- Excellent project management and organisational skills. Ability to Multi-task and prioritise for themselves and wider team
- Strong communication skills both written and verbal with good knowledge of spelling and grammar. Attention to detail and accuracy
- Ability to meet deadlines
- Creative flair
- Knowledge and experience with Open Office, or Microsoft Word and Excel
- Ability to liaise with and present concepts to management and external agencies

#### DESIRABLE

- Sales support knowledge/experience
- Experience using MailChimp program
- Self development of wine knowledge, passion for the wine industry
- Pre press knowledge, paper stocks and finishes
- Ability to travel interstate when required

Employee Name: \_\_\_\_\_

Employee Signature: \_\_\_\_\_

Manager/Supervisor Name: \_\_\_\_\_

Manager/Supervisor Signature: \_\_\_\_\_