



ArcherRoose

CHIEF MARKETING OFFICER

MANAGER LOCATION: Boston, MA (Flexible on location for the right candidate)

SCHEDULE: Full-time

COMPANY OVERVIEW

At Archer Roose Wines, we've always had an appreciation for the boundary pushers, the feather rufflers and the unconventional explorers. This is why we've partnered with awesome winemakers all around the world to bring your dangerously delicious wines - in a format to fit your lifestyle.

We are looking for a Chief Marketing Officer to drive our brand and marketing strategy, work closely with Founder to develop an industry-leading approach to digital and the Chief Revenue Officer to support our Wholesale marketing and merchandizing.

If you have a passion for good wine, a sense of humor - and are always thinking about how we could challenge the old way of doing things we want to meet you!

JOB DESCRIPTION

You will live and breathe the Archer Roose brand, develop new digital strategies to connect with consumers. We want to develop new ways for a wine company to drive awareness, build community, think about distribution and retail - to create raving fans.

- Provide strategic vision and drive brand awareness, community partnerships, and influencer networks ensuring all aspects of AR products and activities align with the ethos and goals of the brand;
- Direct ownership for all marketing communications channels, including social media, and digital strategy. Will be responsible for building brand awareness through a multi-channel marketing strategy. This will include but not be limited to; social marketing channels, digital, e-commerce, content strategy, integrated social and digital campaigns, marketing analytics and other related marketing channels and platforms.
 - Develop holistic content plans that span full customer journeys and map out different touchpoints (email, search, social, web, etc.) along the way.
 - Own the overall strategic direction for Archer Roose digital channels including paid search, Search Engine Optimization, Digital display advertising, e-commerce, Email Marketing/ SMS Marketing, social media platforms, and CRM platforms.
- Integrated Marketing Campaigns and associated Analytics; You will drive digital and social marketing plans from conception to project execution.
- Lead the development and delivery of social media strategies and content that are beverage community and PR based in nature. Increase brand awareness and visibility through non-paid channels. This includes but is not limited to:
 - Participation in closed networks of providers/users; influencer networks
 - Public/private partnerships
 - Reputation management



ArcherRoose

- Work hand in hand with the Chief Revenue Officer to:
 - Develop and execute Shopper Marketing Programs
 - Chain Account Activation Programs
 - Selling Presentations
 - Quarterly POS and Merchandising strategies

THE FOLLOWING SHOULD DESCRIBE YOU

- You are a great communicator.
- You are highly creative and are always staying on top of the newest trends.
- You have held a role in alcohol (for 2+ years or more) with P&L responsibilities.
- You have 7-10 years of combined social and digital marketing experience.
- You are data driven and highly passionate about digital marketing.
- You have worked for an E-Commerce company or on a DTC/digitally native brand.
- Your former team members and colleagues say you are fun, collaborative, and outcome oriented.
- You enjoy a good challenge and want to be part of a team that is trying to re-define the standards of the industry.

TO APPLY

Please email Founder & CEO Marian Leitner-Waldman at Marian@archerroose.com.