



## VINVENTIONS

Join our global marketing team as the North America Marketing Leader & Business Analyst. This role is a remote role and will be based in California. Vinventions offers a flourishing work environment complemented by a strong set of core values that define our culture, approach to work/life balance, dedication to our customers, commitment to sustainability, and pride in the exceptional products we make.

Vinventions is a global leader in Complete Closure Solutions for the still and sparkling wine industries. To keep up with the market demand for our range of products and services, the company is seeking talented and focused individuals who can contribute significantly to this fast-paced growth. Vinventions is an equal opportunity employer and does not discriminate on the basis of race, sex, age, national origin, religion, physical or mental disability/handicap, marital status, veteran status, sexual orientation, or any other basis prohibited by law.

### **COMPANY CULTURE**

Vinventions is a dynamic workplace with explosive industry growth and a high-energy, well-focused work environment that translates into unlimited professional opportunities. Employees are encouraged to develop new ideas, new approaches, and new solutions in a team-oriented setting. The entrepreneurial atmosphere is part of what makes Vinventions an exciting and motivating place to work.

### **Vinventions' Core Values**

- **Lead with benevolence**
- **Be a confident contributor**
- **Promote customer-focused teamwork**
- **Stay Engaged**
- **Demonstrate that details matter**

**Job Summary:**

Leads the marketing function for North America and promotes customer-focused teamwork across all levels in the organization. Responsible for conducting detailed market and business analysis for all product lines and overall performance.

**Essential Duties and Responsibilities:**

- Work with regional & global leadership to develop North America marketing strategy
- Plan and execute marketing initiatives, including but not limited to Public Relations, Social Media, Emails, Content, Events, Advertising, Digital Ads, Branding, Budgets, etc.
- Integration of North American marketing activity into Global Marketing Strategy
- Establishes the NAM yearly media buy a plan in coordination with the Global Marketing Team.
- Primary business analyst responsible for delivering detailed analysis and key insights, and special projects as directed by GM, etc.
- Promote the use of data, market insights, and customer insights in decision making
- Responsible for all inbound marketing through CRM.
- CRM administration.
- Plan, assist and attend trade shows and events.
- Company website administration and search engine optimization.
- Maintain and update Namacorc configurator—an online tool for digital product customization.
- Administration of Amazon store, inventory, and processes.
- Manage web inquires and sample requests.
- Create and update all sales materials and documents.
- Responsible for all North American product launches and promotional activities.
- Maintain privacy policies and ensures compliance with US national and state laws
- Primary point of contact with all industry associations and publications.
- Work with vendors for all creative and advertising
- Build and maintain a close relationship with current customers and prospects and provide support as needed.
- Department budget responsibilities

**Education Requirements:**

Bachelor's degree or 10 years of relevant work experience

**Desired Experience, Knowledge, Skills, and Abilities:**

- Intellectual Curiosity: Passion to figure things out
- Influence Management: The ability to engage others to get things done without force or coercion.
- Positive attitude, highly collaborative, strong engagement with well-developed interpersonal skills
- 5 years of experience working in a commercial marketing role
- 1 to 2 years of experience as CRM admin
- 1 to 2 years of experience in Website and SEO Administration
- Knowledge of minor coding, redirects, and Google Analytics
- Advanced Excel skills
- Marketing copy and design development skills
- Excellent written and verbal communication skills

**Vinventions is proud to be an EEO employer M/F/D/V. We maintain a drug-free workplace and perform pre-employment substance abuse testing.**