

ASSISTANT GLOBAL SPIRITS BRAND MANAGER

Founded in 2004, Marussia Beverages is a producer and international distributor of spirits, wines and sakes. Operating in 12 different countries, and distributed in over 40 countries, the group produces and distributes its own portfolio of premium brands that include Mamont vodka, Mezan rum, Mossburn and Torabhaig Scotch whiskies, Akashi-Tai sake, Hatozaki Japanese whisky, 135° East Japanese gin, Mozart Chocolate liqueurs, Schlumberger Austrian sparkling wines, and Château Mukhrani, Tamada and Vismino Georgian wines.

As part of the Global Marketing Department, and reporting to the Global Brand Manager, you will be responsible for the brand building of brown and white spirits, including our Hatozaki Whisky, 135° East Gin Akashi-Tai Sake and Clos Martin Armagnac.

MAJOR RESPONSIBILITIES

- Contribute to the consolidation of brand plans and market guidelines.
- Participate in the development of 360° activation, pack launch and POS tools.
- Support all markets and distributors in the implementation of local activations, as well as for all marketing related issues (product information, photos, key visuals, assets...).
- Prepare internal presentations (launch reports, best practices, team meetings) & write briefs for the design team or external agencies.
- Benchmark competitors' activities, market, and innovations
- Management of international competitions and medals (registration, sending of samples, results, communication)
- Follow up on news and create a monthly press review.
- Develop brand corporate videos in total autonomy.

PROFIL

- Creative, entrepreneur, curious
- Currently in a Business School or equivalent (Master level or Bac+4/+5)
- Extensive understanding of Marketing/Brand Management concepts
- Languages: Fluent English & French, written and spoken
- Affects for Wines & Spirits industry

SKILLS

- Ability to work on multiple projects and with cross-functional teams, in a highly complex & international environment
- Well organized, reliable, detail-oriented, and able to prioritize/ meet tight deadlines
- Team player with solid communication skills

Contract - Internship

Timing - 4/6 Months

Starting – Beginning of July 2023

Place - Paris 7ème District

Apply to louislaborde@mbev.com

<https://marussiabeverages.com/>