



**Job Title:** Senior Brand Manager, Bear Fight & Nue Vodka

**Location:** Remote (10–15% travel required)

**Reports to:** VP, Brand Marketing

## About Us

At Next Century Spirits, we're rethinking how exceptional spirits come to life. From our patented production Spiranova™ technology to the creativity of our Spirits Design Studio, we've redefined what's possible in spirits production, with an award-winning portfolio of brands, premium private label partnerships, and respected bulk and co-packing solutions.

We're a fast-growing spirits company built on hustle, creativity, and passion. Our portfolio includes both breakout brands and high-potential new launches, including celebrity-backed labels. We move fast, think like entrepreneurs, and roll up our sleeves daily to build brands from the ground up and through selective acquisition, and we're just getting started.

## The Role

We're looking for a hands-on, entrepreneurial **Senior Brand Manager** to take ownership of two of our priority brands, managing them 360° from strategy to execution. You'll partner with sales, commercial, operations, and designers to bring our brands to life across every touchpoint: retail, digital, experiential, and media. This is a great role for a high-potential marketer ready to stretch into senior-level responsibilities without the layers.

## What You'll Do

- Lead end-to-end brand management for assigned portfolio brands, including annual planning, go-to-market strategy, campaign execution, and performance tracking
- Develop and manage ATL & BTL campaigns across paid, earned, and owned channels, from digital and social to on-premise, events, and retail
- Celebrity PR & Communications, influencer selection and relationship-building
- Create and execute content strategies that drive awareness, engagement, and conversion

- Collaborate cross-functionally with Sales, Supply Chain, Finance, and Commercial to align brand priorities and drive performance
- Manage brand P&L and marketing budgets to maximize ROI
- Oversee packaging updates, new product launches, and seasonal programs in partnership with design and ops
- Analyze data and market trends to identify opportunities, build briefs, and refine strategies
- Act as the internal champion and external voice of the brand across all tiers

### **Who You Are**

- 5–8+ years of progressive brand marketing experience, ideally in spirits, CPG, or beverage
- Proven track record of developing and executing integrated marketing campaigns that drive growth
- Fluent in social media, digital trends, influencer partnerships, and content creation; you know what performs and how to make it happen
- Experience working with celebrity or talent-led brands a plus
- Highly organized, adaptable, and energized by a fast-paced, DIY environment
- Strong commercial acumen with experience managing budgets and interpreting P&L
- A self-starter who thrives juggling multiple projects, with ability to ruthlessly prioritize
- Familiar with leveraging AI tools to enhance marketing efficiency
- Strategic thinker who isn't afraid to get in the weeds to get things done
- Excellent communicator and collaborator, able to rally cross-functional teams and external partners

### **Why Join us**

- High-impact role with real ownership and visibility
- Opportunity to shape breakout brands at the early stage
- Dynamic, no-BS culture built on trust, hustle, and creativity
- Room to grow as we scale

Please send your resume and cover letter to Suzanne Brown, Human Resources Manager, at [sbrown@nextcenturyspirits.com](mailto:sbrown@nextcenturyspirits.com).