



Job Title: Commercial Marketing Manager (Trade & Field)

Location: Remote or Hybrid to Fairfield, CT (15–20% travel required, must live near a major airport hub)

Reports to: VP, Brand Marketing

Dotted line: Sales leadership; Brand Directors/Brand Managers

Scope: Primary coverage: 4 brands (supports full portfolio as needed)

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 startup built on hustle, creativity, and grit. 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). We're just getting started.

The Role

Own localized commercial marketing execution that drives sell-in and pull-through. You build priority-market playbooks for programs and drive measurable in-market impact through field-ready tools, POS, sampling, and events.

You are the details owner for high-visibility moments (including celebrity-linked activations) and you run the operating system for the commercial workflow so requests, spend, results, and recaps are clear and current.

Key Responsibilities

1) Priority-market playbooks

- Build localized playbooks for priority-market programs (what, where, when, why), tailored to key accounts, retailers, and distributor needs.
- Maintain a rolling activation calendar for priority markets and key accounts; align timing with Sales and Brand Managers.
- Capture field feedback and market learnings and turn them into updates to the next wave of plans.

2) Sales enablement

- Create and localize sell sheets, sell-in decks, account leave-behinds, and retail/on-premise toolkits.
- Keep tools brief, accurate, and easy to use (claims, specs, pricing notes, mechanics, and brand voice).
- Partner with Brand Directors/Managers on copy; own the final field-ready version, version control, and distribution.
- Localize and format tools within approved templates; flag when new creative is needed and coordinate with the brand/creative partners (this is not a graphic designer role).
- Own the POS roll-up and ordering process across the portfolio: quantities, timelines, shipping coordination, and usage follow-up.

3) Sampling program

- Run a unified sampling protocol across one primary agency and multiple local agencies (required fields, standards, timelines, deliverables).
- Track budgets by brand by state and results across all sampling partners in one place; reconcile variances quickly.
- Deliver simple monthly readouts: what ran, what it cost, what we learned, and what we're changing next.

4) Field Activation

- Plan and execute local events, retailer signings, and tour activations end-to-end (staffing, materials, routing, account coordination, on-site needs).
- Own run-of-show documents and checklists; ensure strong day-of execution with fast problem solving.
- Manage celebrity commercial moments and logistics: confirmations, travel details, checklists, run of show, and on-site coordination.
- Coordinate closely with Brand Directors/Managers to ensure celebrity time translates into commercial impact.

5) Commercial operating system

- Own the sales ticket bank and request tracker (intake, routing, status, asset links, closeout, and reporting). Brand sets ticket volume and which shows are covered; VP Sales assigns/divides tickets across Sales.
- Stand up and run trackers for sales requests, activations, POS, and sampling; keep them current and visible.
- Track spend by brand, market, and program; flag risks early and recommend reallocations based on impact.
- Own weekly status updates and monthly recaps so priorities stay clear and execution stays tight.

How we work:

- Brand sets program direction and core messaging, determines which programs/shows/priority moments are covered, and sets ticket volume (capacity).
- VP Sales owns how tickets are assigned/divided across Sales and provides market priorities, account needs, and field feedback.

- This role owns localization and execution: building program playbooks for priority markets, delivering field-ready tools, coordinating POS/sampling/events, and keeping trackers, budgets, and recaps current.
- Intake + prioritization: Sales and distributor requests run through this role; weekly triage keeps priorities, timelines, and ownership clear.
- Measurement + learning loop: Recaps are fast and usable, and learnings roll into the next wave of programming.

Cross-functional collaboration

- Work across Marketing, Sales, distributor partners, compliance/legal, operations, creative, and agencies.
- Bring structure to ambiguity: prioritize work, set timelines, and move decisions forward.
- Represent field needs and execution realities so the team plans what it can actually deliver.

Qualifications and strengths

- 4 to 6+ years in field marketing, trade marketing, or commercial activation (alcohol beverage or CPG preferred).
- Detail-oriented and highly organized; able to juggle multiple workstreams and deadlines without dropped balls.
- Strong cross-functional communicator with sales, distributors, agencies, and internal teams; calm and clear under pressure.
- Excellent follow-through and problem solving; you close loops fast and keep work moving.
- Comfortable owning budgets, reconciling spend, and using results to improve programs.
- Strong writing and editing skills for sales tools, decks, and sell sheets. Building these tools is something they do without support.
- Tools: strong Microsoft Office (especially PowerPoint + Excel), Canva, and comfort using AI tools/technologies to work faster and smarter.

What success looks like

- Sales teams have the tools they need on time.
- Sampling runs on one protocol with clear budget visibility and usable results across all partners.
- POS is ordered, delivered, deployed, and followed up on in priority markets.
- Events and signings run smoothly with clean run-of-show docs, tight execution, and fast recaps.
- Leadership has a clear view of what is happening in-market: priorities, spend, outcomes, learnings, and next steps.

Minimum tracking system

Tracker / view	Minimum fields
Sales ticket bank / request tracker	Request owner; brand; market; account/distributor; request type; due date; status; link to latest asset; notes; next step; close date.
Activation calendar	Brand; priority market; key account/event; date; objective; mechanics; staffing; materials; run of show link; budget; status; recap link.
Sampling tracker	Agency; brand/SKU; market; account; date/time; staff; cost (fee + product); compliance notes; results; photos; recap notes.
POS tracker	Brand; item; quantity; market/account; ship date; delivery confirmation; placement confirmation; issues; follow-up owner; close date.
Budget view	Budget by brand and market; committed spend; actuals; variance; notes; recommendations.