

Director of Marketing, Merchandising, and Warehousing
(Unclassified)
THE NEW HAMPSHIRE LIQUOR COMMISSION
Concord, New Hampshire
\$68,231 - \$90,606

The New Hampshire Liquor Commission is responsible for distribution of alcohol throughout the State of New Hampshire. The Commission operates seventy seven retail locations and distributes products to both on premise and off premise licensees.

The NH Liquor Commission is seeking candidates for a Director of Marketing, Merchandising, and Warehousing who will support the NH Liquor Commissions mission, vision and values by exhibiting the following behaviors: excellence and competence, collaboration, innovation, respect, personalization, commitment, accountability and ownership. As a member of the Executive Team, performance includes demonstration of the following accountabilities: leadership, communication, mentoring, empowerment, and resource management.

Recruitment will continue until the position is filled

SCOPE OF WORK: The Director of Marketing, Merchandising, and Warehousing is responsible for all activities related to conceptualizing and implementing market strategy and achieving marketing targets. Specific responsibilities include business and market development; market research and planning; strategic direction for promotion and advertising; coordination with sales; and directing the day-to-day activities of marketing, merchandising, warehousing, and retail store operations.

- Serves as the Division Director of Marketing, Merchandising, and Warehousing by providing direction in the areas of marketing, merchandising, warehousing, and store operations strategy and management.
- Develops marketing, merchandising, and warehousing plans and strategies, tactics and resources necessary to achieve mission and goals.
- Oversees and provides direction to market and competitor analysis.
- Provides leadership, direction and management of the marketing and merchandising research functions.
- Ensures all marketing communications are coordinated; support marketing, merchandising, and warehousing plan objectives; and effectively manages expenditure of resources.
- Provides input and support to the NH Liquor Commission's leadership in the development of joint ventures, affiliations and community arrangements.

EDUCATION/EXPERIENCE: A Masters Degree from a recognized college or University with a major study in marketing, business administration or related field. 10 years experience in business management, marketing or retail management, five years of which must have been in a management level position involving administrative or supervisory duties concerned with program administration, program planning and evaluation, business management or related management experience. Each additional year of approved work experience may be substituted for one year of required formal education at the graduate level only. A demonstrated track record of accomplishments in retail marketing. Must have strong interpersonal skills, maturity and good judgment and be capable of communicating with a diverse range of individuals. Broad functional experience in areas of strategic planning and marketing, business and market development, market research, planning and promotions/advertising.

BENEFITS: We offer an excellent benefit package, which includes health, pharmacy and dental care for the employee and dependents, state retirement plan, life insurance, and other voluntary benefits.

Please submit resume, and cover letter, referencing position title, to the attention of Kelly Mathews, Human Resources Administrator, The New Hampshire Liquor Commission, PO Box 503, 50 Storrs Street Street, Concord, New Hampshire 03302-0503, or via email: kelly.mathews@liquor.state.nh.us. **Cover letter should include applicant's salary history and expectations.**

The following item is a requirement and needs to be completed *prior to appointment and as a condition of employment*:

- Criminal records check
- Reference check

EOE