

Job Description: Content & Community Manager

Summary/Objective

The Content & Community Manager is responsible for supporting our sales and marketing teams through ongoing content planning and digital communication. The ideal candidate is a creative whiz and heartfelt master of storytelling, balanced with skillful project management, impeccable attention to detail, and the ability to successfully execute concurrent goals on a timeline. He or she will set a very high bar for verbal, visual, and written communication skills with a knack for follow up. This role requires a wide range of skills that will help ensure our digital following is enthralled and engaged.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Plan and generate creative content that drives brand awareness and loyalty
- Proactively monitor and plan around our release schedule, events calendar, and go to market timeline to ensure appropriate and timely messaging is delivered leading up to events and product launches
- Maintain an ongoing content calendar for daily social media updates, weekly website updates, and ongoing newsletter updates
- Regularly check in with production and taproom staff through calls and/or meetings to assess ways to add promotional value to upcoming beer releases, events, promotions
- With Director of Marketing and Director of Retail, develop and implement social media strategy for satellite taproom managers
- Provide feedback and guidance for taproom managers on creative and promotional best practices, tips, tricks, and brand standards
- Produce creative, visually stunning, on-brand assets to tell the story of our brewery and beers
- Write clear, compelling, effective copy that aligns with company vision and tenets
- Through social listening, monitor and escalate important customer feedback and trends
- Maintain and encourage a positive, friendly, engaging voice on our public-facing communication
- Manage internal and occasional contracted creative services to complete high-quality marketing campaigns
- Work cooperatively and effectively with project stakeholders to set goals, resolve problems, and make decisions
- With our sales and marketing team, maintain an organized, current and user-friendly digital assets library, including photos, videos, graphics, Adobe Creative Suite files, archives
- Add value to our existing platforms, plans, and company culture through innovative, creative, and collaborative ideas

Competencies

- Detail-oriented and works with a high degree of accuracy
- Strong writer and communicator
- Self-motivated with a positive attitude and good interpersonal skills

- Results-oriented and customer-focused
- Project and priority management
- Very creative, organized, and methodical
- Takes ownership of project progress, transparency, and deadlines

Experience/Education

- Bachelor's degree in communications, marketing, advertising, journalism, digital media or related field preferred; high school diploma required
- Two to three years' experience working in communications, marketing, copywriting, multimedia journalism, or related field preferred
- Knowledge of ABC rules and regulations
- General knowledge of beer and brewing process, as well as company products
- Must be proficient in basic HTML, Microsoft Office Suite and 365, Illustrator, Photoshop, Fusion

Additional Eligibility Qualifications

- Must be at least 21 years of age
- Must be able to taste and consume beer produced by our company in order to perform the essential functions of this role
- Must have reliable transportation and be able to drive as job duties demand
- Must be able to work independently without day to day hands on supervision, highly motivated self- starter who is organized, detail oriented with excellent time management skills

Position Type/Expected Hours of Work

Some flexibility in hours is allowed, but the employee must be available during the "core" work hours of 8:00 AM to 5:00 PM. Evening and weekend work may be required as job duties demand.

Work Environment

The Events Coordinator works from a home office, but the purpose of a project may sometimes take him or her to non-standard workplaces. Travel to our six locations for meetings and events will be required as job duties demand.

This role reports to the Director of Marketing and works closely with production, taprooms, and external third-parties/vendors.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The employee is occasionally required to sit; climb or balance; and stoop, kneel, crouch or crawl. The employee must frequently lift and/or move cases of beer up to 25 pounds and 50-pound kegs. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Send resume with cover letter to jobs@figmtnbrew.com