

Job Description: Events Coordinator

Summary/Objective

The Events Coordinator is the ultimate point person for events that our brewery is hosting or participating in. He or she will be responsible for correspondence with incoming event, donation, sponsorship, and partnership opportunities that involve our brewery and its taproom locations, as well as large scale events our brewery and taprooms host onsite. This person will ensure event paperwork, staffing, communication, planning, set up, tear down, and other logistics are fully completed on time, within budget, and in accordance with ABC rules and regulations so that our events are top-notch experiences for customers, media, staff, partners, fellow industry members, and our community.

Essential Functions

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

- Maintain and update internal and public-facing calendars of onsite and external events
- Monitor important deadlines and timelines associated with multiple, simultaneous events
- Maintain ongoing, timely communication with external event hosts, sales staff, and taproom managers regarding their events as well as event vendors and collaborators
- Continuously improve our current events process and our donation, sponsorship, and volunteer request systems
- Maintain festival kits and ensure they are fully stocked with current supplies, clean and ready to use, and in good working order
- Ensure our event strategy and participation aligns with overall marketing, branding, and business goals by proactively researching, evaluating and securing attendance in appropriate events
- Advise on best practices for event planning, training, budgeting, merchandising, and communication across multiple locations and teams
- Expertly negotiate and network with event sponsors, vendors, and contractors
- Collaborate with our teams to create a first-class customer experience at our onsite events by adding value, creative ideas, and professional expertise
- Assist marketing and HR with organizing occasional company events, trainings, summits
- Assist the brewing and marketing teams with beer festival/contest entry submissions and deadlines
- Support our Mug Club Manager and Mug Club event organization as needed
- Occasionally work as a professional and polished representative of our brewery at external, onsite, and industry events

Competencies

- Results-oriented and customer-focused
- Project and priority management
- Organized and methodical
- Effective communicator and negotiator
- Calm under pressure, agile problem-solver

- Leads by example, acts as an owner
- Enjoys talking to and educating beer customers
- Good public speaker
- Upbeat, helpful attitude
- Customer service and interpersonal skills are required

Experience/Education

- Two years of event planning experience
- Knowledge of ABC rules and regulations
- General knowledge of beer and brewing process, as well as company products
- High school diploma required
- Bachelor's degree in hospitality, marketing, advertising, or business management preferred
- Experience working in event, hotel, or hospitality management, or related field, preferred
- Familiar with Microsoft Office Suite, Lilypad app, Fusion CMS, Facebook events
- Knowledge of basic HTML

Additional Eligibility Qualifications

- Must be at least 21 years of age
- Must possess and maintain a valid driver's license and a good driving record.
- Must have reliable transportation
- 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

The employee must be available during the "core" work hours of 8:00 AM to 5:00 PM during events off season. During high event season, evening and weekend work may be required as job duties demand and some flexibility in hours is allowed.

Work Environment

The Events Coordinator may have some flexibility to work from home, but during high event season will be required to work at least one day a week at our corporate office in Buellton. 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 taproom managers.

Travel

This position will require car travel to other brewery locations and events in our distributed territories. Additional long-distance car or air travel may be required as job duties demand.

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