



JOB POSTING – MARKETING MANAGER

JOB DESCRIPTION

The Marketing Manager is an innovator who develops strategic marketing plans for all components of the Trading Post Brewing Co. and oversees the implementation and execution of various efforts associated with the marketing plan. At Trading Post, marketing is about understanding people, our brand, our target market, our ‘uniques’, our core focus and building awareness within the market about how our products and services satisfy their wants and needs better than our competitors. The marketing manager not only develops and implements best-in-industry plans but has the ability to monitor and measure their success.

The Marketing Manager is hands on and is comfortable with day-to-day marketing and digital marketing activities as well as longer term strategy, thrives with tight deadlines and is flexible in meeting changing needs. In addition to promoting our dynamic company, the marketing manager will be able to direct the Brand Manager, cooperate with senior leaders and managers and oversee the marketing budget.

DUTIES & RESPONSIBILITIES – to include, but not limited to.

- Grow the Top Line - Increasing brand awareness and market share in new and existing markets.
 - Eateries, Brewery Wholesale, Tasting Room.
 - Shape and communicate our vision, values and core focus.
 - Annual and Quarterly Marketing Planning with Senior Leadership Team (EOS).
 - Analyzing market trends and preparing strategies to seize the opportunities.
 - Competitive analysis and reporting.
 - Gather customer insights to inform marketing outreach strategies.
 - Evaluate and optimize marketing and pricing strategies.
 - Generate and plan in-house promotions.
 - Promote our brand at trade shows, festivals and major industry-related events.
 - Manage marketing department team member(s).
 - Develop and manage marketing budget.
 - Key partner relationships – new and existing such as Langley Event Center, District Wine Village, Thunderbird Equestrian etc.
 - Social Media Strategy and Management
 - Engagement tracking.
 - Promotions, giveaways and contests.
 - Advertising campaigns.
 - Website Management and effectiveness tracking – SEO, keywords, data tracking, analytics etc.
 - Content Management – web, social, traditional marketing, brochures, packaging and labels, promotional materials.
 - Google My Business management.
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- **Events:**
 - Promotion / ad campaigns
 - Ticketing
 - Budget/ROI
 - Customer Engagement and Follow Up
- **Supplier management.**
- **Customer Database development, management and outreach.**
- **Online Customer Service – website, social media, email.**
- **Community Partnerships and engagement.**
- **Public Relations, including Press Releases, ‘free’ content generation, crisis management etc.**
- **Promotional Strategies – generation, execution, measurement.**
- **Traditional Marketing Campaigns.**
- **Brewery Wholesale - product placement, merchandising, pricing and sales strategy with Brewery and Sales team.**

Please send cover letters and resumes to Lance@TradingPostBrewing.com.
