



## **JOB DESCRIPTION – MARKETING MANAGER**

**Purpose:** The Marketing Manager is a detail focused role that develops strategic marketing plans for all components of Trading Post Brewing and oversees the implementation and execution of various efforts at a grassroots level. At Trading Post, marketing is about understanding our brand, our people, our target market, our ‘uniques’, and building awareness about how we create a strong connection to our guests. The Marketing Manager not only develops and implements the day-to-day marketing activity and initiatives, 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. They are responsible for shaping our outward image, raising brand awareness, and maintaining brand integrity and they work with our team in building our reputation in new and existing markets.

### **QUALIFICATIONS**

- A minimum of 3 years Marketing experience
- Experience in a similar environment
- Ability to multi-task, and change priorities constantly as needed in a fast-paced environment
- Exceptional organizational skills
- Positive, enthusiastic & passionate about not only food & beverage but also creating community
- Strong business acumen
- Must possess excellent verbal and written communication skills
- Experience in event planning & production
- Graphic design abilities
- Solid understanding of Wordpress, Canva, Microsoft Office, Social Media platforms, Google Business, Adobe Creative Suite
- Self starter, always looking for ways to improve and push the business forward

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

- Grow the Top Line - Increasing brand awareness and market share in new and existing markets.
  - Communicate our vision, values and core focus.
  - Attend annual and quarterly Marketing Planning with Senior Leadership Team (EOS).
  - Analyze market trends and prepare strategies to seize the opportunities.
  - Customer Database development, management and outreach.
  - Produce and plan in-house promotional events and strategies - generation, execution, measurement.
  - Develop and manage marketing budget.
  - Foster key partner relationships & community partnerships - new and existing
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- Direct and manage the brand
- Live music sourcing & booking
- Design & create promotional collateral
- Event management
- Website maintenance and effectiveness tracking – SEO, keywords, data tracking, analytics etc.
- Social media strategy and management
- Content Management – web, social, traditional marketing, brochures, packaging and labels, promotional materials.
- Supplier management.
- Online Customer Service.
- Public Relations, including Press Releases, ‘free’ content generation, crisis management etc.
- Merchandise ordering, inventory and design

## **WHAT’S IN IT FOR YOU?**

- Competitive wages/salary packages
- Bonus Program
- A comprehensive group benefits program
- Training and development opportunities
- Growth & Promotion Opportunities
- Progressive Culture
- Staff dining discount & more
- Job Type: Full-time, Permanent

Send your Cover Letter & Resume to Lance at [lance@tradingpostbrewing.com](mailto:lance@tradingpostbrewing.com)

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