



MARKETING MANAGER

The Roadhouse Marketing Manager will be responsible for creating and executing strong marketing programs for communications, brand management, public relations, media communications, event marketing, merchandise, advertising, and more.

Key Responsibilities: The Marketing Manager is responsible for the company's marketing activities, and will oversee the development and delivery of an integrated marketing strategy. Areas of focus include creative direction, brand management, direct-to-consumer marketing, copywriting, content, media, public relations and advertising. Responsible for Social Media and Digital Content as well.

- Collaborate with ownership, COO, and brewing team to develop and refine brand identity, manage product mix, and drive consumer demand.
- Ability to foster collaborative and constructive working relationships to develop and execute successful campaigns and initiatives.
- Be the point person on creative direction by overseeing continuity of visuals, defining brand styles, ensuring quality in printed materials and appropriate use of brand assets in all contexts.
- Act as a spokesperson for the brand by overseeing the company tone, and developing effective PR plans. Influence how Roadhouse customers perceive the brewery by integrating Roadhouse beers and stories into engaging, informative and memorable content within the web, social media, email marketing, video and interactive promotions.
- Create and execute all digital initiatives including Instagram, facebook and snapchat. Reach and exceed targeted goals.
- Create and execute email program with relevant and inspiring content and programming. Reach and exceed targeted goals.
- Create marketing plans and initiatives for new and existing initiatives that engage customers, resulting in increased brand loyalty, and attainment of sales goals.
- Responsible for leading relationships with graphic designers, photographers, videographers, illustrators, printers, marketing vendors, PR agencies, media, and industry associations.

- Collaborate to create merchandise for retail locations and e-commerce.
- Oversee the brand ambassador program and build partnership programs, such as we currently have with Stio.
- Design and develop impactful, creative, trade marketing materials and cost-effective promotional items. Maintain adherence to budgets and build retail led programs to leverage cooperative marketing dollars with wholesale partners.
- Create branded events, product launches and promotional campaigns.
- Develop and implement marketing budgets and ensure dollars are effectively utilized within budget parameters.

Requirements:

- B.A. in Marketing, Communications, or related field
- At least 1 year of progressively responsible, relevant marketing experience
- Brewery/food/beverage experience preferred
- Excellent marketing operations/project management skills
- Ability to create, write and manage content
- Strong knowledge of marketing strategies, concepts and practices
- Ability to prioritize and manage multiple projects within deadlines
- Strong analytical, technical, and process skills
- Exceptional communication skills including, but not limited to, written, spoken, presentation, interpersonal and rapport-building.
- Understanding of effective design.
- Exceptional computer skills including experience with Microsoft Office, Google Drive, Dropbox, Adobe Creative suite, and website management (WordPress, Wix, etc)
- Brand building experience.
- Working knowledge of the craft brewing industry.
- Working knowledge of beer styles, including origins and flavor profiles

Roadhouse Brewing Company is an equal opportunity employer committed to hiring a diverse workforce and sustaining an inclusive culture. Roadhouse Brewing Company does not discriminate based on disability, veteran status or any other basis protected under federal, state or local laws.

Roadhouse Brewing Company is a craft brewery operating in Jackson Hole, Wyoming. Our inspiration is derived from the ancient Belgium brewing techniques, as well as forward thinking American styles. We brew unusually complex beers that reveal themselves slowly and decisively.

Our DNA centers around our hometown, Jackson Hole. There's a common thread that binds us... a desire to satisfy our primal adventurous spirit. To seek, to explore, to find to engage. This is the ethos we bring to every beer we craft and every team member who joins us.

If you are interested in applying for the marketing manager position at Roadhouse, please send us a cover letter explaining why you are interested and your resume.

Cheers!