



### **About Tin Whiskers**

Tin Whiskers is the perfect place for the beer nerds and non-nerds alike. We bring our electrical engineering backgrounds into our brewery in the way we name our beers, publicize our processes and ingredients, and even in the way we present our beer flights -- on custom made circuit boards. In the taproom, we share with the public the process of developing beers from concept to finished recipe by listing the life cycle stages (from alpha to production) of our offerings.

For the thirsty, we have seasonal offerings, year-round beers, and prototyped small batch recipes at our taproom. Whether our beers come from the brewing masterminds at Tin Whiskers, or a collaboration with a local homebrewer, we promise to always have quality beer on tap that you'll love. Beyond our taproom, you can enjoy Tin Whiskers beer in numerous bars throughout the Twin Cities or at home with a growler or 22oz bomber.

Tin Whiskers Brewing Company is located in downtown St. Paul in the historic Rossmor building. You can find us in our gorgeous space at 125 E 9th St Suite 127, St. Paul, Minnesota, 55101.

### **What We Need**

Tin Whiskers is looking for an enthusiastic and passionate Marketing Manager to join our team. We are seeking a hardworking, customer focused beer enthusiast who can operate with a sense of urgency and a flexible schedule, solve the unique marketing challenges of a small business, and understand how best to cultivate and expand the Tin Whiskers brand. The Marketing Manager, will work closely with the President and sales team, and is responsible for leading and executing all of Tin Whiskers marketing efforts and plans. This includes managing all our current social media platforms, preparing and sending out press releases, brand development and promotion, managing our external events, organizing events at the taproom, updating the website, doing light graphic design work, and sales work.

The ideal candidate will embrace and thrive in our collaborative high paced startup work environment and is enthusiastic and passionate about craft beer.

### **Summary of Marketing Manager:**

The most qualified candidate will become part of the Tin Whiskers team and reports directly to the President. The Marketing Manager is responsible for leading and executing all of Tin Whiskers marketing plans and strategies.

### **Duties and Responsibilities:**

- Work with President to come up with a marketing strategy and execute it
- Create Social Media Post Campaigns, Monitor, and Interact with people on social media platforms Facebook, Twitter, Instagram, LinkedIn, Google+, YouTube, and Four Square. New posts should go up 5-6/week
- Assist with online Tin Whiskers reputation management on Social Media and other review outlets such as Yelp and Untapped
- Respond to posts/reviews (good reviews/complements and especially posts/reviews that are a complaint about beer or service or good one in a professional and empathetic manner to ensure we convey we care about our product and service we provide)
- Post updates on which bars/restaurants have Tin Whiskers is on tap
- Act as photographer for company events
- Produce, edit, and create company video clips for marketing uses and post on YouTube
- Perform basic graphic design tasks as needed (i.e. posters, flyers, etc)
- Work with our graphic designer to do more complex design deliverables
- Write and send out press releases to various media outlets for taproom events, external appearances, and beer releases.
- Organize special events at the taproom for beer releases/anniversary parties etc.
- Leading the design of merchandise and other brand and marketing materials (posters, banners, etc)
- Writing and posting blog articles (2/month) about the company and events
- Send out monthly newsletter
- Maintaining and keeping the website up to date with latest beers and events
- Assisting with branding of new beers
- Maintaining our marketing and external events calendar
- Attending external and/or taproom events to promote Tin Whiskers
- Work with the External Events Coordinator to ensure proper promotion of external events through our social media outlets
- Do some amount of sales work with obtaining and sustaining our retail accounts (bars and liquor stores)
- Setting up and attending liquor store tastings and tap take over events at bars
- Exceed customer expectations and cultivate positive, lasting relationships with customers that reinforce the brand position and strategy.
- Maintain a safe, healthy, and sustainable environment
- Explain, describe, and recommend Tin Whiskers beers
- Explain the story and philosophy of Tin Whiskers
- Attend all scheduled employee meetings
- Bring your own suggestions and ideas for improvement. Tin Whiskers is a very collaborative environment

**Qualifications:**

- Be 21 years of age or older
- Possess a positive attitude and work well with other team members in a collaborative environment
- Be available to work weekend beerfests/events
- Must have ability to lift 165lb kegs into and out of the cargo van with assistance
- Have a clean driving record
- Active user of social media
- Be able to respond to social media posts at any time 8am through 10pm
- Bachelor's degree in Marketing from an accredited school or a related discipline; or an equivalent combination of education and experience in a beverage distributor sales environment.
- Webpage development skills or able to coordinate with a web developer
- Experience in social media marketing campaigns for businesses
- Minimum 2 years sales/marketing experience
- Has a strong understanding of the Tin Whiskers Brand and is able to push us forward in the growth and expansion of our identity
- Attention to detail, analytical ability, and sense of urgency
- Strong bias for action and stellar execution desired
- Proficient in Microsoft Suite including Excel and PowerPoint

**Preferred Qualifications**

- Homebrewing experience, knowledge of the brewing process, or in-depth knowledge of craft beer
- Experience shooting, directing, and editing videos for marketing purposes
- Marketing experience in the beer industry
- Business development and strategy experience
- Past experience putting together marketing strategies and executing them
- Sales experience in the beer industry
- Minimum of two years Consumer Package Marketing in alcohol industry strongly preferred

Tin Whiskers Brewing Company is an Equal Opportunity Employer. This position is part time at 30-40hrs to start and is paid hourly. Compensation will be based on past experience. Paid holidays are part of the benefits, however health insurance and retirement benefits are not part of the compensation package.

Please note that this job description is not definitive and may be modified to reflect changing needs.