

MARKETING SPECIALIST: DIGITAL & SOCIAL MEDIA

JOB OVERVIEW:

Noon Whistle Brewing Company is looking for a Marketing Specialist focused on Digital Marketing and Social Media. The goal of this position is to increase brand awareness, grow the brand's audience and increase engagement among followers. The Marketing Specialist reports to the VP of Sales and is responsible for building the digital/social media strategy as well as fully implementing the plan. The ideal candidate must have a creative sensibility along with the technological know-how to navigate the world of Social Media. We are looking for a high energy, creative, "roll up your sleeves" employee that will take our social media presence to the next level. This is an integral role within Noon Whistle Brewing with opportunity for expansion and growth in the future.

DUTIES & RESPONSIBILITIES:

- Create social media and digital marketing strategy
- Work with sales and production to build out social media plan
- Develop and publish original, engaging and high-quality content for all social media channels including Facebook, Instagram and Twitter
- Implement a content editorial calendar to manage content and plan specific, timely posts and marketing campaigns
- Participate and capture content at events both internally and in the market
- Create marketing content, flyers, social media ads
- Monitor all social media platforms and engage with followers through direct messaging and chat features; Listen, respond, ask questions and engage our audience
- Manage and oversee all social media campaigns
- Analyze key metrics and adjust strategy as needed; compile reports for management showing results (ROI)
- Develop digital communications strategy and execute all email campaigns
- Manage content and information on internal and external websites
- Develop strategy, create content and execute blogger outreach program
- Assist with developing creative content for use beyond social media channels
- Maintain consistent brand voice across all platforms
- Manage social media/ digital marketing budget
- Other marketing duties as assigned

REQUIREMENTS:

- Bachelor's degree in marketing, communications, or related field
- 2-3 years' experience in digital marketing and social media
- Strong familiarity with the business applications of social media platforms (Facebook, Instagram, Twitter, YouTube, etc.)
- Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns
- Experience with Illustrator, Photoshop and Word press
- Flexibility with working after hours or on weekends to manage social channels as needed
- Experience with photography is a plus
- General understanding of craft beer and the brewing process is a plus
- Passion for beer

ADDITIONAL SKILLS NEEDED:

- Great Communicator
- Creative and Detail Oriented
- Energetic Team Player
- Multi-Tasker
- Self-Starter
- Thorough and Organized
- Professional Attitude

COMPENSATION

- Full-time salary-based position, pay is commensurate with experience
- Medical Benefits & 401k with match

Please send resume to mike@noonwhistlebrewing.com