

## JOB DESCRIPTION: Marketing Manager

Created February 21, 2022

**Department:** Marketing

**Reports to:** Director of Marketing

**Location:** Virtual

**Job Type:** Part-time

**Travel:** Occasional, approx. quarterly

### JOB DESCRIPTION

Coastal Bend Distilling Co. is a craft distillery based in South Texas. We are looking for a talented Marketing Manager to primarily administer and grow our social media accounts, and secondarily, support the Marketing Director in other marketing related duties. This position is responsible for creating original text, photo and video content, managing posts, engaging with and responding to followers and other audiences. Content should be executed in a strategic way to achieve our marketing and sales goals. This position is trusted to manage our primary brand image as well as the individual brand images for each of our three main alcohol products.

The Marketing Manager is expected to be comfortable and knowledgeable with the latest digital technologies, social media applications and trends. This individual should have excellent communication skills and be able to express our brand's values in a creative and targeted way. Multi-tasking, professionalism, and customer service are additional skills we look for in a candidate. We are a proud Texas brand, so an added plus would be the ability to capture and "speak to" the unique values of Texans and communicate in an authentic dialogue.

This position is part-time and virtual; a candidate can be located anywhere within the contiguous United States. Candidates must be prepared to work under deadline and manage their own time effectively to deliver a regular social media & creative schedule. A quarterly travel stipend will be provided to allow for visits to the distillery for work related business and content creation. For further WFH details, please see our "Work Environment" section below.

### JOB RESPONSIBILITIES

- Design and implement social media strategy to align with business goals
- Set specific objectives and report on ROI
- Generate, edit, publish and share engaging content daily in a mix of media formats
- Graphic design for creative content, event announcements and more
- Design, implement and monitor paid social campaigns
- Research and learn from current benchmark trends and audience preferences
- Monitor social media metrics and cross reference with web, SEO and other digital marketing metrics
- Collaborate with contractors, sales team, Marketing Director and other distillery staff
- Communicate with followers, engage on platforms with other brands and with followers, respond to direct messages in a timely manner and monitor customer reviews
- Oversee social media accounts' design and integrated elements with other digital media
- Suggest and implement new features to grow brand awareness (e.g. promotions, giveaways, competitions, influencer collaborations)
- Stay up to date with current trends in social media, design tools and applications

- Support Marketing Director with other marketing duties as assigned such as email marketing, basic graphic design, sponsorship point of contact, and website editing.

## **JOB SKILLS**

- Ability to work independently and meet deadlines and goals on your own
- Ability to deliver a variety of creative content over a long period of time
- Excellent copywriting skills
- Good eye for design and branding; familiarity with web design preferred
- Excellent communication skills
- Analytical and multitasking skills
- Attention to detail

## **JOB REQUIREMENTS**

- Proven work experience as a social media manager; 2 years experience preferred
- Bachelor's degree in marketing, communications or a related field
- Hands on experience in content development and management
- Experience with a social scheduling & management platform (i.e. Hootsuite, Sprout Social)
- Experience with major social channels: Facebook, Twitter, Instagram, Snapchat and TikTok
- Experience with supporting digital channels YouTube, Reddit, Yelp, Google MyBusiness, etc. and other online marketing channels
- Experience with SEO, keyword research, and Google analytics preferred
- Must have your own technology components that meet system requirements listed in "work environment section"

## **WORK ENVIRONMENT**

- Must have a dedicated home work environment, free of distractions
- Coastal Bend Distilling will provide basic equipment you need to conduct your work
  - Laptop or Desktop computer
  - Printer / Scanner if requested
- You will need to provide an adequate speed internet/broadband internet connection at your own place of residence

## **ABOUT COASTAL BEND DISTILLING**

Coastal Bend Distilling Co. is a craft distillery located in Beeville, Texas. We produce and market a growing portfolio of eight spirits: Award-winning Live Oak Vodka, Lucky Star Gin, and Colonel Fannin Whiskey, and La Lechuza Agave Spirit. In addition, we produce other specialty craft batches marketed for local non-distribution sales: Louisiana Purchase Single Barrel Whiskey and a Barrel Aged Rum. A white rum product is in the pipeline for release in 2022 or 2023.

Our distillery in Beeville opened January 2019 and includes state-of-the-art distillation equipment and safety engineering. We are a small team of seven, each dedicated to the quality of their craft/profession as well as the role our distillery plays in the greater community. It is seldom that distilleries are built in

rural areas; Our foremost philosophical value believes that while it may be more challenging to grow market share from a rural region, our contributions to the local economy and job creation provides lasting value of greater consequence. We're proud of our distillery's values & quality products, and we are looking to hire someone who will be equally excited to share our story on social and digital media.

Since March 2020, Coastal Bend Distilling Co. distributes to the wider South Texas region with over 70 accounts and operates a local tasting room for tours, craft cocktails and events. Our distribution in South Texas ranges from the Rio Grande Valley up through the Coastal Bend, with a significant presence in Corpus Christi. Currently we are breaking into the San Antonio, Houston, Austin and Hill Country markets to expand toward our goal of statewide distribution. Coastal Bend Distilling Co. is a private family-owned and operated distillery. We attribute our growing success to our unique South Texas branding, our quality products, marketing strategy, relationships, innovation, technology, and most importantly our people. Coastal Bend Distilling Co. is the perfect place for entry and mid-level candidates to compete and prove their merit in a challenging yet highly rewarding industry. We encourage growth and provide opportunities for competitive salaries, a flexible schedule, flexible PTO, valuable networking, and modest benefits commensurate with other entrepreneurial start-ups.