



OPEN POSITION

Position Title: **Director of Marketing**

Department: **Marketing & Sales**

Reports To: **Chief Sales & Marketing Officer**

Odell Brewing Company, an independent craft brewery located in Fort Collins, Colorado, is looking for a Director of Marketing who is passionate about the brewing industry and experienced in creating innovative marketing strategies to grow volume, market share and profit. The Director of Marketing will lead our marketing vision and join our team in developing targeted efforts to match the sales execution in our growing Rocky Mountain region and beyond.

Odell Brewing Company was started in 1989, making it one of the oldest craft breweries in Colorado. Remaining independent during this time of change in the craft brewing industry is a deeply held value, and in 2015, the original owners sold the majority of the company to its co-workers (now co-owners) in a combined management buyout and ESOP. The Brewery's managed growth strategy has created and fostered a culture of family and collaboration. With 115 co-workers, Odell will be expanding into Iowa, our 12th state, and recently introduced cans to its markets.

In 2015, Odell Brewing Company was named the #1 medium sized Best Company to Work for in by ColoBiz Magazine and Colorado SHRM.

KEY RESPONSIBILITIES:

1. **Strategy**

- Work with CSMO to develop and implement marketing strategy and 3-5 year plan based on understanding of the market, our brands, our business strategy and resources available to facilitate growth
 - Develop marketing programs that enhance the brand and drive consumer engagement.
 - Select and manage our third party agencies with specific projects
 - Collaborate with sales and marketing teams to select and manage sponsorships, events/venues that support our strategies
 - Assist with annual budget generation and manage monthly budget reconciliation
 - Oversee charitable efforts and Odell Outreach to ensure support of marketing strategy
 - Manage all advertising/media buys, select outlets based on brewery objectives and negotiate competitive rates and key placements
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- Serve as representative of marketing on our Team Leader group, a cross department operational team
- Bring creative insights, ideas, and strategies forward while working day-to-day to effectively manage plans, processes and people for successful and timely execution

2. **Message and Communication**

- Manage development and execution of marketing communications including branding, public relations, advertising, trade shows, and events and online presence
- Develop and communicate key messages for all internal and external stakeholders, including co-workers, customers, business partners and media contacts to communicate the company's core brand identity
- Manage media relations, research editorial opportunities and build relationships with key industry media for the benefit of the company.
- Conduct periodic branding audits to ensure identity and communications are culturally relevant and accurate
- Clearly articulate sales & marketing strategies to help motivate distributor partners.
- Represent company as spokesperson for media inquiries and interviews/facilitate and coordinate brewery interviews

3. **Social/Digital media**

- Develop and execute social media strategy and content calendar that supports customer initiatives while increasing brand equity and on-line awareness
- Work with the social media coordinator to create content for brewery marketing mess to grow and nurture the Odell community through social media conversations and sharing of brand identity
- Participate in and initiate conversation across a wide variety of channels
- Review and generate copy and content for the brewery website ensuring that the site is up to date and relevant (actual back end updates)
- Evaluate user experience and work with third party developers to ensure the website functions properly across all devices

4. **Marketing Team Leader**

- While maintaining a positive team environment, motivate and develop each team member individually and the group as a whole
- Recruit and manage a dynamic team that is responsible for all marketing functions including digital and social media, print media, graphic design,



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sales team support, event logistics, sponsorships, inventory management, and community outreach

- Work with the CSMO to develop job descriptions and team growth objectives

5. Brewery-wide strategy and tactic development

- Participate in Team Leader Forum and Product Development Team
- Communicate with all co-owners to ensure all are committed to the overall vision and execution of the marketing strategy

EXPERIENCE/SKILLS

- A strategic thinker who can quickly assess a situation, opportunity or challenge, create a plan and help execute by digging in with the rest of the team to do the work
- BS/MS degree in marketing or related field
- Minimum 5 years of development and hands-on implementation of marketing strategies
- Beverage/Alcohol industry experience or within a similar CPG environment.
- Exhibit flexibility, creativity and resourcefulness with sound business acumen to create positive, collaborative culture within the team, the brewery and our markets
- Ability to manage multiple projects with multiple priorities at one time, to deliver results on time and within budget
- Strong analytical skills and data-driven thinking
- Brand Strategy and Portfolio Management
- Public/media/social media relations experience
- Website/Graphic Design: WordPress, Adobe Creative Suite
- Agency Management Experience

COMPENSATION:

Odell Brewing offers a competitive compensation and benefit package including:

- Health, dental, life and long term disability insurance
- Profit sharing
- 401(k) with a company match



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- 14 days Paid Time Off for the first 2 years -number of days increase with years of service
- Weekly beer allotment
- Employee Stock Ownership Program

If you think you are the person we are looking for, we cannot wait to hear from you!

Qualified and interested individuals, please submit resume and cover letter to jobs@odellbrewing.com with “**Marketing Director**” in the subject line by February 22, 2016.

Equal Opportunity Employer – Odell Brewing Company provides equal employment opportunities to all employees and applicants for employment without regard to race, age, creed, color, religion, national origin or ancestry, marital status, sex, gender, disability, veteran status, genetic information, sexual orientation, gender identity or expression, or pregnancy.