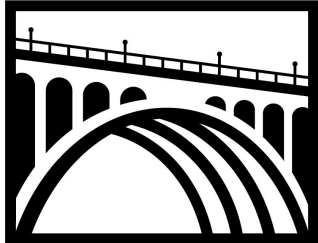


Position Description

Brewery Sales: Sales Coordinator, Events & Marketing



NEW DISTRICT
• BREWING COMPANY •

Sales, Events, & Marketing, Coordinator - Job Description: (40hrs weekly split time)
You'll wear a lot of hats as the sales, events, & marketing coordinator at New District from tracking down sales leads and planning events, to coordinating marketing and maintaining public relations; you'll be responsible for helping us achieve our company goals. Our goal is to be the most admired brand in Arlington first, then beyond.

In order to achieve this goal, you'll be asked to be action oriented, and demonstrate an ability to problem solve in the moment. You'll need to be fully engaged with your coworkers and identify opportunities for improvement. You'll need to be well organized and communicate frequently with ownership. You'll need to be relentless and fearless in the pursuit of perfection of our local brand. Are you ready to redefine what a brewery can achieve? Let's get started. Here are the four pillars for the job, though they may be expanded with time.

- 1. Recruit New Sales Accounts and Develop New Sales Outlets**
- 2. Coordinate Events to Fulfillment**
- 3. Public Relations Manager**
- 4. Maintain excellence in communication across teams.**

Recruit New Sales Accounts and Develop New Sales Outlets

- Process all sales leads
- Make Targeted recommendations for new Sales Outlets
- Manage & Maintain EKOS website & commercial sales accounts
- Work with Management to determine sales acquisition priorities
- Maintain excellent sales account customer satisfaction
- Coordinate & Schedule deliveries
- Maintain VABC & regulatory submissions

Coordinate & Transition Events to Fulfillment

- Direct & Execute all off site brewery events and engagements
- Manage and update events calendars
- Review all event feedback and review for improvement
- Communicate to Ops staff needed beer and quantities
- Make event staffing recommendations, and implement as needed
- Provide timely feedback on brewing events & improvements
- Provide Weekly Updates on upcoming events and status

Public Relations Manager

- Maintain Excellent Public Relations
- Coordinate Press releases on beers/events to local print media
- Author BLOGs / Untappd
- Author Website Content (updating & branding as needed)

Maintain excellence in communication across teams.

- Weekly summary to ownership highlighting needs and wins from the past week
- Daily coordination between Tasting Room, Marketing, and Ops.

Position Requirements

- Sales, Events & Hospitality Experience or Retail Account Experience preferred
- Open Availability to be on-site and for light travel
- Excellent customer service skills
- Excellent written communication skills
- Marketing Experience preferred