



Position: Marketing Associate

Summary

Works directly with the President to promote Peace Tree to distributors, retailers and consumers ensuring the image and brands are used consistently and to their best effect.

Key job responsibilities include:

Social Media Posting

- Creating posting calendar
- Scheduling Posts
- Promoting Events

Content Creation

- Creating graphics, imagery and video for social media

Graphic Design

- Content creation (see above)
- Creating posters & table toppers for taproom & off-site events, beer releases, sales sheets, tap handle stickers, etc.
- Creating POS materials including paper handouts, stickers, buttons

Corresponding with vendors/ordering POS/fielding sales calls

- Coasters, stickers, special event glassware, festival banners, getting graphics to distributors,
- Getting printed materials made
- Corresponding with sales people trying to sell advertising/marketing options

Advertising

- Gathering pricing and options
- Developing ad copy
- Placing ads as directed

Email Marketing

- Bi-monthly newsletter to consumers, retailers and distributors

Website Updating

- Blog postings, taproom events, beer information, general page info updates

Assisting Taproom Managers with event planning

- Idea generating
- Promotion materials such as posters & table top

Sponsorships

- Fielding all sponsorship requests
- Getting correct imagery for sponsorships
- Organizing Peace Tree recognition for sponsorship

Other Marketing Initiatives

- Square Loyalty Program
- Off-Site partnerships

Tracking Marketing Metrics

- Website
- Social Media
- Coupons
- Event Attendance

Fielding Media Requests

- Responding to media requests
- Sending press releases
- Keeping track of Peace Tree in media stories

New Product Packaging

- Creating copy for labels
- Coordinating with outside design vendor for artwork
- UPC Codes

Other duties as required

Qualifications and Education

- Self-motivation and ability to work with limited amount of direction; ability to work both independently and within a team to accomplish goals.
- Strong sense of urgency and commitment to achieving results.
- Strong judgment and professional maturity.
- Excellent problem solving skills; mathematical proficiency.
- Strong communication and interpersonal skills; ability to speak in front of large groups, conduct staff trainings and evening functions.
- Bachelors Degree, or equivalent experience in marketing field
- Valid Driver's license and Clean Driving Record and reliable vehicle
- Ability to use basic computer functions including PowerPoint, Excel, and Word, and CRM software.
- Ability to use basic graphic software such as Adobe Acrobat, Photoshop or others as needed
- Ability to work some nights, weekends and some occasional overnight travel.

- Knowledge of and passion for the craft beer industry.
- Willingness to have fun and meet new people.
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Compensation & Benefits:

Peace Tree Brewing Company offers competitive salary and incentives based on experience as well as:

Health insurance

Cell phone plan

Mileage reimbursement

Retirement plan with a company match

Paid vacation with additional PTO

Monthly Beer Allotment

To apply, send resume and cover letter to megan@peacetreebrewing.com