



Vermont Brewers Association

110 Main Street, Studio 2-E
Burlington, Vermont 05401

Job Description

Position: Festival and Marketing Manager

Reporting Relationship: Executive Director

Status: Full time, non-exempt

Background:

The Vermont Brewer's Association, a Vermont nonprofit organization was founded in 1995 to create an alliance of the many craft brewers in the state. We have grown to 48 members across the state and are well known for sponsoring the Vermont Brewer's Festival each July on Burlington's Waterfront. Because of the explosion of breweries in Vermont and our growing national reputation among beer lovers everywhere, the Executive Director and Board of Directors have recognized the need to hire a full time Festival and Marketing Manager.

Overview:

The Festival and Marketing Manager will lead the VBA team in the design, coordination and management of VBA events, including but not limited to the Vermont Brewers Festival, the implementation of a winter brewers' festival and a week-long celebration of Vermont beer each May. This position will work with the Executive Director and the VBA Board of Directors to discuss strategies and ideas for improving VBA events, marketing and outreach initiatives and event-driven member services. The Festival and Marketing Manager will also be responsible for creating and curating social media content.

With direction from the Executive Director, the Festival and Marketing Manager will be responsible for reporting and tracking the financial requirements and budgeting for all events; coordination of all marketing, promotion and outreach to event attendees while managing vendors working on multiple event initiatives. Minimum of 10 years of experience in event planning, project management and resource allocation is desired. This is a full-time position that will require flexibility to work evenings and weekends as required. Traveling to occasional Association events and meetings will also be required. Office is based in Burlington, Vermont.

Duties and Responsibilities:

- Marketing and Communication Management
 - Creating and maintaining the VBA Event Calendar
 - Coordinating and executing marketing and communication for VBA events, including social media, media relations, email marketing, etc.
 - Writing and distributing press releases as needed
 - Creating media and promotional materials as needed
 - Broadening social networking to benefit the organization and target appropriate audience groups
 - Improving social media channels and developing a structured voice and timeline
 - Maintaining the VBA website through a Wordpress platform
 - Handle all media requests and develop new opportunities to enhance the visibility and reputation of the VBA

- Event Management
 - Execution of our annual Vermont Brewers Festival. This festival is the primary revenue generator for the Association and driving ticket sales are a crucial part of this job. Requires coordination of food vendors, 50 breweries and nearly the same amount of volunteers. Our festival is one of the premier beer festivals in the nation and maintaining this reputation is an essential part of the job.
 - Develop and implement new ideas to build, promote and improve VBA events throughout the year
 - Planning, implementation and follow-up for all Association events and meetings
 - Coordinating event logistics
 - Responsible for developing and fulfilling event and marketing budgets
 - Identifying potential venues for all VBA coordinated events
 - Coordination of all logistical details with venue management and staff leading up to each event
 - Providing support and coordination the day-of-event (including volunteer management, food vendors, beverage logistics and equipment)
 - Obtain necessary permits for events. You will need to receive a DLC 1st class servers permit and be well versed in DLC rules and regulations.
- Miscellaneous
 - Providing support to Executive Director as needed on member services, events and communication
 - General administrative duties associated with event execution

Requirements:

- Experience in event planning and project management, including experience creating, maintaining and following through on events of varying sizes
- Must be able to understand, create and manage budgets; experience in managing budgets in excess of \$400,000 is desired
- Experience in managing large teams of volunteers, while providing leadership, motivation, direction and support to the entire team.
- Must be comfortable meeting with and engaging with venue management staff, Board of Directors and VBA members.
- Knowledge of the beer and alcohol industry including a basic understanding of the regulations governing all types of alcohol
- Must be comfortable and adept at working with brewers, suppliers, retailers, distributors, craft beer enthusiasts and others in the industry to sell tickets and sponsorship
- Must be very organized and have strong attention to detail
- Must possess excellent verbal and written skills with a drive to sell
- Must obtain DLC 1st class servers permit.
- Need to be creative and enterprising for creating event fundraising opportunities
- Advanced level of media and social media experience
- Must be proficient in Excel, Microsoft Office, Constant Contact and should be able to use Adobe Acrobat and Photoshop
- Transparent approach to conducting business with leveraging community partnerships to create collaborative results
- May be required to travel to occasional Association events and meetings
- Must be comfortable having dogs in the office, have a sense of humor and a commitment to a healthy work-life balance

Certifications and Licenses:

- A valid driver's license is required
- DLC 1st class servers permit

Physical Demands:

The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include Close vision, Peripheral vision, Depth perception and Ability to adjust focus. The employee is frequently required to stand; walk; sit and talk or hear. The employee is occasionally required to reach with hands and arms; climb or balance and stoop, kneel, crouch, or crawl. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions