



Interim Brand Manager

Job title	<i>Interim Brand Manager</i>
Reports to	<i>Chief Operating Officer, Associate Operating Officer</i>

Job Purpose

- The Interim Brand Manager is primarily responsible for developing, managing, directing, and curating the identity, content and strategic marketing efforts for Ethanolology.
- Effectively position the Ethanolology brand within our markets while building brand equity.
- Clearly and identifiably position Ethanolology as an ultra-premium, niche artisan product.
- Capture content through photography, videography and other mediums that can be used.

General Responsibilities

- Strict adherence to all state, and federal laws regarding the marketing of alcoholic content.
- Conduct your work safely, efficiently and diligently at all times.
- Preserve and protect the business values of the company, and support the business mission as required.
- Respond to your managers and directors requests promptly with absolute transparency, accuracy and quality of advice and information.

Role Responsibilities

- Create, develop and disseminate creative and brand representative content for social media platforms.
- Plan, develop and direct marketing efforts for our brands or products.
- Manage external marketing partners such as advertising agencies, digital marketing firms and production companies.
- Develop brand standards and usage guidelines.
- Track consumer and market insights by reviewing metrics such as sales volume, market share, profit projections, pricing and distribution by conducting consumer research.
- Work closely with departments such as production and service to consult on package and product as it relates to branding.
- Identify marketing opportunities and develop success strategies to leverage them.
- Other front of house activities as directed, including front of house service.

Qualifications

Essential Qualifications:

- Education in formal business, marketing, public relations entrepreneurship, or verified qualification (or undertaking).
- Current and ongoing car driver's license.
- Negative results on criminal background check.
- Must be of legal drinking age.

Preferred Qualifications:

- Previous work in customer service, food and beverage, science, industrial/mechanical, agriculture, or marketing/business based industry.
- Certification in TIPS in Michigan
- Adept familiarity with Instagram, Facebook, Twitter, YouTube, Yelp & other social media platforms.

Personal Qualifications:

- A passion for artisan products
- Good communication skills, articulate and friendly
- Ability to work in a multi-skilled dynamic environment
- Ability to work un-supervised
- Self-starter, high level of initiative
- Safety conscious at all times towards self and others
- Meticulous attention to quality and process
- High level of personal hygiene, exceptionally well presented
- Good written and verbal skills
- High level of computer literacy (email, web, Excel, Word, mobile devices)

Working Conditions

This job requires a variety of work hours that may include weekends, holidays, early and late hours, and in some cases overtime.

While performing the duties of this job, the employee is regularly exposed to a damp, wet environment with hot liquids, airborne particles, chemicals, and moving machinery. The noise level in the work environment can be very loud.

Physical Requirements

- Frequently stand for the duration of the shift, walk, bend over, twist, kneel, climb, stoop and crouch. This position requires the ability to routinely and repeatedly lift up to 55 pounds and maneuver up to approximately 35 pounds repeatedly.
- Use of hands to perform fine manipulation, handle or feel, and ability to reach with hands and arms.
- Identify product deficiencies (color, smell, taste). This requires having close, distance, color and peripheral vision as well as depth perception and the ability to adjust focus. Also required is ability to discern obvious odors.
- This position requires proper handling of hazardous materials and operation of complex moving machinery

Approved by:	Nicholas P. Lefebre
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