JOB DESCRIPTION

Brand Manager

Location: Philadelphia and Greater Philadelphia Area

Salary: $20-$30/hr depending on experience and qualifications

Bonus/Incentive Eligibility: Yes

Benefits: Yes

Shift: Flexible but full time (~40hr/wk).

Description:

- Analyzing and continuously improving overall customer experience in the development and execution of branding strategy.
- Implementing content driven marketing campaigns via eNews, social, blog posts, demos, events, education, and other promotional activities to target heavy product category buyers.
- Conducting market research to understand competitive landscape, opportunities/threats, and brand positioning.
- Collecting customer feedback and providing data-driven recommendations to Quality, Research, and Operations teams regarding brand affinity gaps.
- Building brand equity through quality, innovation, earned media, referrals, & product usage experience.
- Retailer support, including in-person product demonstrations, collaborations, merchandising, and in-store promotions with our team and 3rd parties.
- Farmers market management, including consumer outreach, sales, and administrative activities to test new products and refine our consumer branding strategy.
- Measuring marketing performance using campaign KPIs and reporting results to leadership.
- Working with partners and contractors where internal resources are not available for branding initiatives.

Required:

- Advanced writing skills and storytelling ability to create effective messaging documents, website copy, and text narratives for various campaigns.
- Proven ability to communicate and collaborate with various stakeholders, including consumers, partners, diverse teams, and executives.
- Project management expertise to set and follow deadlines, manage multiple workstreams, and oversee staff and project partner activities.

- Strategy development experience, and the ability to conduct quantitative and qualitative market research, analyze positioning, and create recommendations that will be shared with the marketing team and leadership.
- Adaptability to adjust strategy with changing market dynamics, macroeconomic factors, and consumer needs/behaviors.
- Tech savvy with demonstrated expertise using various tools like analytics dashboards, digital advertising platforms, social media, email marketing services, etc.
- Creativity and the desire to learn continuously as trends, tools, strategies, and consumers change over time.
- Quality-focused with an unwavering right-first-time execution bias.
- Strong problem-solving skills with the ability to perform root cause analysis and implement process/product improvements where necessary.
- A passion for regenerative organic agriculture and creating consumer products that are good for people and good for the planet.

Desired:

- Digital editing and prior experience with Adobe creative suite
- Experience with Microsoft teams 365
- Prior experience at farmers markets or food/beverage retail settings
- Brewing or beverage operations experience
- Farming or agricultural research experience
- Experience in a regulated food/beverage manufacturing environments using cGMPs
- ServSafe and RAMP certifications
- BJCP or Cicerone certifications

Education:

- BS or BA desired in Agriculture, Sales, Marketing, Business, Communications, or a related field

About Us: Deer Creek Malthouse was founded in 2012 as the first commercial malting operation in Pennsylvania since prohibition. We produce high quality, flavorful ingredients using locally grown grain for use in beer, spirits, and food. The company also produces some food and beverages, including zero-proof Barley Tea. Deer Creek is an at-will and equal-opportunity employer. Anyone is encouraged to apply for a position on our team.

TO APPLY TO THIS JOB POSTING, PLEASE SEND A COVER LETTER AND A COPY OF YOUR RESUME TO INFO@DEERCREEKMALT.COM

Deer Creek Malthouse
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Glen Mills, PA 19342