



## ***JOB DESCRIPTION***

<b>Job Title:</b>	Content Marketing Specialist	<b>FLSA Classification:</b>	Non-Exempt
<b>Department:</b>	Marketing	<b>Reports To:</b>	Owners

### **About FBCO:**

At FBC, our goal is to always present and provide the highest quality beer and experience to our customers. We will always go the extra mile to satisfy, serve, and respect our customers and partners. This is achieved through employee's focus on attention to details, cleanliness, and a commitment to creating and maintaining a positive workplace environment. Initiative, hard work, and dedication are rewarded at FBC.

### **Job Summary:**

The Content Marketing Specialist at Farmers Brewing Co., LLC (FBCO) is responsible for creating, improving, and maintaining digital content to achieve our business goals. Day-to-day duties will include sharing content to raise brand awareness, monitoring web traffic and metrics to identify best practices, handle media relations, website upkeep, and assistance with graphic design. The Content Marketing Specialist will work closely with brewery and restaurant management, along with our sales and taproom team to develop a marketing plan. This position also requires the employee to uphold and maintain the Farmers Brewing brand at its highest standard.

### **Essential Job Duties and Responsibilities:** (Additional duties may be assigned)

#### **Duties**

- Create effective social media posts, stories, videos, and reels to develop brand awareness and encourage engagement
- Develop innovative ideas for content that resonates with our brand
- Provide management with a weekly content calendar
- Attend weekly meetings in Princeton and Chico
- Monitor and report on social media data
- Create and edit graphics for both our brewery and restaurant
- Reply to or direct media questions to the appropriate employee in a timely manner
- Review and refine website on a regular basis
- Write monthly newsletters to be sent to our subscribers
- Review the everchanging beer consumer and help identify new trends ahead of the curve
- Create descriptions of new products
- Collaboration with management to promote our brand to potential and current customers
- Determine KPI's (Key performance indicators) that are meaningful to Farmers Brewing
- Identify and create contacts with media
- Handle press releases
- Monitor trends in social media tools, applications, channels, design and strategy
- Help coordinate and attend events as needed
- Other duties as necessary

**Education and Experience:**

- High school diploma or GED required; Bachelor's degree in journalism, marketing, or communications preferred
- At least 3-5 years experience in social media/content creation, marketing, or communications preferably in a brewery environment
- Experience in public relations

**Special Requirements:**

- Ability to work a flexible schedule: days, nights and or weekends
- Must have own vehicle, valid Driver's License, current insurance coverage and clean driving record

**Knowledge, Skills, and Abilities:**

- Strong communication skills to interact with customers, vendors, and coworkers in a professional manner
- Advanced writing and editing skills
- Understand how to communicate to different audiences
- Must possess superior organizational and planning skills
- Possess the ability to multi-task and manage stressful circumstances associated with a fast-paced work environment
- Knowledge of organizational structure, workflow, and operating procedures
- Ability to work both independently as well as in a team environment
- Must be detail oriented and have a strong eye for design
- Be familiar with current ABC laws and how they apply to social media practices
- Ability to gather data, compile information, and prepare reports
- Ability to think critically to help FBCO improve processes, procedure, and organization
- Skills in graphic design, photography, videography
- Desire to learn, grow, and take on increased responsibilities

**Equipment, Software, and Platforms Used:**

This position requires the regular use of a computer, printer, camera, and telephone

Computer Software/Platforms: Microsoft Office to include Word, Excel, Google G-Suite, Google Drive, Adobe Illustrator, Lightroom, Premier Pro, Photoshop, Canva, Wix, Mailchimp, Meta Business (FB/Instagram), Square, Docx, Slides, Sheets, Flowcode, and Untapped

**Physical and Mental Requirements:**

- Ability to stand for extended periods of time, walk, talk, hear, use hands to finger, grasp, handle or feel, push, pull, reach, crouch, kneel, crawl or bend, and perform repetitive motions of the hands and/or wrists
- Ability to lift and/or move up to 55 pounds

**Environmental Conditions:**

While performing the duties of this position, the worker is exposed to inside environmental conditions, extreme heat, potential for physical injury, exposure to hot fluids, pressurized vessels and transfer lines, strong odors, chemicals, and moving machinery

**Disclaimer:**

- All requirements are subject to possible modification to reasonably accommodate individuals with disabilities

- This job description in no way states or implies that these are the only duties to be performed by the employee(s) occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor
- The company reserves the right to add to or revise an employee's job duties at any time at its sole discretion
- This document does not create an employment contract, implied or otherwise, other than an “at will” employment relationship

<b>I acknowledge that I have read this job description and have received a copy for my records.</b>	
<b>Employee Name:</b>	
<b>Date:</b>	