



Marketing & Brand Manager Job Description

Job Title: Marketing & Brand Manager	Department: Sales/Marketing
Reports to: Julie Pappas	Revision Date: 11/1/2022
FLSA Status: ___ Exempt <u>_X_</u> Non-Exempt	Position Status: ___ Part-Time <u>_X_</u> Full-Time ___ Temporary

Position Overview:

The Marketing & Brand Manager is responsible for driving brand awareness, driving sales in market, supporting marketing campaigns, executing dynamic events and experiences and supporting strategic brand partnerships.

Essential Functions and Responsibilities:

Luna Bay Booch is seeking a full-time ambitious, energetic and creative Marketing & Brand Manager. This is an entrepreneurial role in a rapidly-growing beverage start up. This candidate will work alongside both sales and marketing. This candidate must be passionate about growing the Luna Bay brand through the creation of meaningful experiences, dynamic activations and community involvement for key audiences (consumers, retailers & more)

The Marketing & Brand Manager. must be highly organized, task oriented and a people person with an overall go-getter attitude. Hours may not always be traditional within the 9 to 5, but this person will be willing to do what it takes to bring Luna Bay into the hands of shoppers.

Sales

- *Responsible for meeting monthly case goals*
- *Must possess a relentless attitude toward sales, someone willing to build relationships, find creative solutions and rarely take no as an answer*
- *Host samplings with on-prem locations to secure Luna Bay on their menu*
- *Secure new points of distribution*
- *Grow sales/presence at current accounts - through relationship building with the buyers + identifying opportunities for better shelf placement and ways to bring marketing efforts forward to improve sales*
- *Able to commit time to analyzing the sales data, planning routes and being smart with time to pre-plan for weeks to come*
- *Leverage Lilypad to track sales and strategize routes*
- *Travel to new markets and support launches, as needed*



Events/Promotions

- Drive development and growth of the Luna Bay brand nationally through participation in localized retail, food, sport and music event sampling programs in key markets, experiential marketing activations and press/influencer events.
- Create brand awareness through off/on-premise events and retail tastings and create a unique customer experience to increase brand awareness, build customer loyalty, and ultimately drive in-store sales.

Strategic Partnerships

- Execute upon strategic partnerships with key organizations both locally and nationally
- Develop, manage and nurture influencer relationships and identify creative ways to bring the brand forward
- Identify companies who share a common mission with Luna Bay and find ways to work together to drive brand awareness and sales

Account Support

- Ensure POS and other marketing assets are utilized in the field with correct programs; participate in the development of program-specific POS
- Maintain proper brand positioning to standard, guiding proper shelf management positions.

Trade Marketing

- Manage all chain promotions
- Create/execute on-prem promotions
- Manage the creation of all Point of Sale pieces
- Work closely with sales team to find new ways of promoting Luna Bay at Point of Sale
- Hire & manage Booch Ambassadors (management of samplings & training)

Knowledge, Skills, and Abilities Required

- Entrepreneurial, humble, passionate and determined.
- Energy and enthusiasm are critical.
- Must have bright ideas and a fresh take on how to convert consumers into booch lovers
- Must believe deeply in the brand and the brand mission.
- Able to function effectively in an intimate, entrepreneurial business environment and can work well with or without supervision.

Qualifications

- Bachelor's degree
- 1-3 years' beverage industry/natural food/ spirits industry field marketing or sales experience
- Excellent written and verbal communication skills
- Ability to function effectively in an intimate, entrepreneurial business environment and can work well with or without supervision



Work Requirements

- *Ability to work flexible hours including nights and weekends*
- *Must have reliable transportation*

Disclaimer

The above job description is meant to describe the general nature and level of work being performed. It is not an exhaustive list of all responsibilities, duties and skills required for the position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.