

CEDAR RIDGE DISTILLERY

Job Description and Expectations

Title: **Marketing Director**

Reports to: General Manager/ Executive Vice President

Position Summary: The Director of Marketing is responsible for managing all department functions and staff while having the primary focus on maintaining the company's revenue growth expectations and ensuring a consistent brand message. This role requires a creative and strategic mindset with an ability to quickly adapt to change, while keeping the success and forward movement of the business as the ultimate top priority.

Primary Objectives and Key Result Areas:

This position will be successfully fulfilling requirements when:

1. Relationships with suppliers & vendors are managed with the company's best interest in mind
2. Annual and quarterly company revenue goals are being consistently met
3. Annual and monthly marketing expense budgets are being responsibly managed
4. Annual, quarterly and monthly mar/com plans are being developed, executed upon and satisfactorily communicated to the management team and the company
5. Specific marketing campaigns, in support of the overall corporate branding initiatives, are being developed, communicated and executed on an ongoing basis
6. All outside mar/com resources are being prudently managed to support corporate plans and initiatives and their progress is being regularly reported to the management team

Ongoing Duties and Responsibilities:

- Work closely with Sales, Operations, and Management to create demand and recognition for the company and our products, while assisting in product development
- Lead and manage all aspects of promotion: Direct Marketing, Public Relations, Advertising, Inbound and Outbound Digital Marketing, Event Marketing and Internal Marketing
- Develop and analyze benchmark criteria to measure the efficiency and effectiveness of marketing programs and implement improvements as required
- Analyzes market and industry trends to help identify and capitalize upon trends and opportunities while keeping current on industry standards and target market demographics
- Other duties as assigned General Manager/ Executive Vice President to assist the Company in meeting its goals