



Job Description

Date: January 2017
Post Title: Junior Marketing Executive / Events planner
Responsible to: Head of Marketing

Passionate about craft beer? So are we. Glamorgan Brewing Company are looking for a knowledgeable, enthusiastic beer advocate to join their Llantrisant marketing team.

So if you know your Stout from your Saison (or are willing to learn!) then send us your C.V. and tell us why you've got what it takes to help us spread the GBC message.

Job Purpose

To work in conjunction with our external marketing agency implementing strategic marketing initiatives at a local level. The role includes producing and managing content for our social media channels and website, assisting with the planning and implementation of marketing activations and events and helping to develop our retail presence at the GBC brewery tap (bar).

Key Results Areas

Marketing/ Retail

1. Update Twitter/ Facebook/ Instagram on a regular basis with content in line with our marketing plan.
2. Update the company website with relevant news/ events/ opportunities in line with company guidelines.
3. Initiate, plan and resource two events per month to raise brand awareness / increase visitors to the brewery tap.
4. Assist with the planning and execution of the retail section of the brewery offering, including range options / ideas for merchandise / pricing.
5. Help with sourcing appropriate Point Of Sale (POS) and other marketing items in line with budgets and the wider company marketing plan.

Knowledge/ Experience

1. Good social media skills across Twitter/ Facebook/ Instagram
2. A wider understanding of the beer industry or similar relevant knowledge - for example hospitality experience (bar/ restaurant/ hotel work)
3. Any previous marketing experience - desirable but not essential

Aptitudes and Skills

1. Energy/ Enthusiasm across any tasks presented. A self starter who can adapt to different situations and be versatile wherever necessary.
2. A fun sociable person who gets on well with people and presents a can-do attitude in all circumstances.
3. An ambitious/ driven person who ensures tasks are completed fully and on time.

Hours of Work / Remuneration

2/3 days per week depending on applicants, with time to split between office based activities, customer visits/ brand promotions/ brewery events. Evening / weekend working may be required.