

## Marketing Director

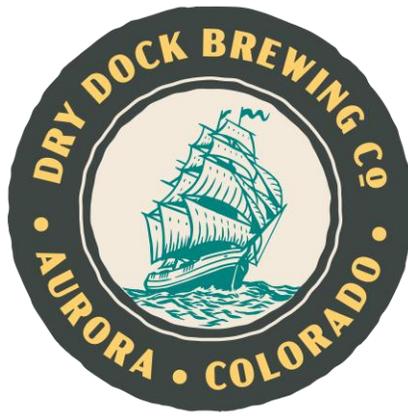
Dry Dock Brewing is a regional craft brewery in Aurora, Colorado who is looking for a creative and strategic leader to manage our marketing team. The ideal candidate will be an accomplished marketing specialist who is exceptionally skilled, organized, efficient, flexible, and driven; and who loves craft beer. They will be responsible for building Dry Dock's brands, setting and achieving goals, identifying opportunities and analyzing results. They should be able to take direction when given and also take ownership and initiative when needed. Above all else, the candidate must thrive being part of a team, helping us reach our full potential.

Duties include but are not limited to the following:

- Organizing, building and leading a marketing team and resource capabilities to service the marketing needs of the company. This includes developing and growing its team members and supervising all work by the team and external resources.
- Coordinate the various Marketing functions including, but not limited to, consumer/market research, graphic design, packaging, new product development, event marketing, sponsorships, donations, publicity, public relations, point of sale, consumer promotions, strategic tie-ins, advertising, interactive, communications, etc.
- Lead the brand positioning and creative development process to help drive the company towards profitability through more powerful, compelling brands. Guide the strategic development of the brands in all channels serviced by the company's distribution system.
- Lead the department in the development of strategic, operating and tactical plans to achieve company/brand objectives. Monitor competitive activity, assess consumer trends, and otherwise follow the marketplace to identify opportunities to grow and develop the brands or take corrective action.
- Create and maintain consistent brand standards for all brands.
- Select, lead and manage all marketing and communications agencies and resources.
- Direct all packaging design and advertising development.
- Collaborate with Sales and Tasting Rooms in the development of marketing plan activities. Then communicate marketing objectives and plans to the Sales organization and the company and monitor results/progress.
- Establish and maintain a consistent brand image throughout all product lines, promotional materials, merchandise and events in line with marketing and branding guidelines.
- Manage website development and updates.
- Lead new product and package development for the company.
- Actively participate in the development and execution of various projects or initiatives as directed by the Owners.

Preferred education, requirements and experience:

- Solid experience:
  - 10+ years experience in marketing, with at least 3 years in a management position leading a group of 3 or more people. Industry experience or experience in consumer packaged goods preferred.
  - Demonstrated passion for craft beer and community.



- College education required, marketing related education preferred.
- Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator).
- A leader:
  - Able to lead and develop a cohesive team and while building the skills and capabilities of the individuals on the team.
  - Able to represent company in a professional manner at both work-related and non work-related functions.
  - Effective problem-solving and strong organizational/time management skills.
- A marketer:
  - Expert in marketing and brand management fundamentals.
  - Able to be “dual sided” - analytical yet creative.
  - Strategic thinker
- An entrepreneur:
  - Able to seek, find and/or create new opportunities to effectively market the brand(s).
  - Ability to self-motivate, to be resourceful and to act independently
- A communicator and interpersonally:
  - Excellent communication skills (written and oral). Able to interact effectively interpersonally and externally with Sales, media, customers, distributors and consumers.
  - Demonstrated successful experience working with others and internal/external customers. Ability to work cooperatively and cross functionally in a team environment
- A negotiator:
  - Able to negotiate contracts that generate “added-value”, in the company’s best interest, to maximize company’s marketing dollars.

**Salary and Benefits:**

Base salary: \$75,000 - \$110,000. Dry Dock offers a competitive salary, health care, dental, vision, short-term and long-term disability, 401k, life insurance, paid sick leave and paid vacation.

**Equal Opportunity:**

Dry Dock Brewing Co. is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status.

**Application Process:**

Please send a cover letter and resume to [jobs@drydockbrewing.com](mailto:jobs@drydockbrewing.com) with title “Marketing Director” in subject line. Applications submitted through any other channels will not be considered. We are looking to fill this position as soon as possible. The position will remain open until filled.