



JOB TITLE: Brand Activation and Events Manager

LOCATION: Alexandria, VA

REPORTS TO: Vice President of Marketing

FLSA POSITION TYPE: Full Time, Salary

POSITION SUMMARY:

We are seeking an experienced, motivated events professional whose dedication and initiative will help the company to achieve its most important goals as a community gathering place that fosters connection through beer, food, and memorable experiences. The Brand Activation Manager at Aslin Beer Company is responsible for organizing, producing, and overseeing all aspects of Aslin brand events. The right applicant will be extremely organized and able to manage the logistics of multiple events across multiple locations simultaneously. The successful candidate will be an excellent project manager and be willing to get their hands dirty with the day-to-day execution of activations. This position will be responsible for managing event vendors, overseeing recurring events executed by third party partners and producing internal events from conception through completion. The Brand Activation Manager will have a collaborative relationship with the marketing and creative teams, and oversee Events Coordinators at each Aslin taproom.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Adopt Aslin brand values and employ them in creating an events program of distinction that is both brand building and engaging for Aslin's audience and beyond
- Identify, recruit, and manage exceptional recurring local event producers for Aslin's five taprooms
- Plan and produce all brand events, to include brand activations, revenue generating taproom events, employee events, beer festivals and non-profit fundraising events
- Work closely with the marketing team to align event production with overall brand strategy and marketing campaigns
- Manage and coordinate with local Aslin Event Coordinators, setting them up for success as Event Leads for brand events
- Own the relationship with Aslin's third party production partners
- Negotiate contracts and agreements with event vendors, suppliers, and partners
- Act as main event owner producing timelines, workback sheets, and ROS for all mid-level and major events, and communicating event status to all necessary parties
- Train and educate staff on run of show, event needs and proper event procedures
- Ensure the highest level of service to guests by implementing strategies to enhance attendee experience and engagement at events



- Understand the complex needs of a wide range of events with an eye towards proactively planning and scheduling needs in a timely manner to ensure event success
- Handle any evolving issues during the planning process and troubleshoot any emerging problems on the event day
- Manage event operational budgets and track KPIs such as attendees, revenue gains/losses from events, customer/client feedback
- Maintain a regular events calendar for on-site programming
- Coordinate event entertainment, including music, performers, and guest speakers
- Research and evaluate new event opportunities based on business objectives and marketing goals
- ~~Identify and secure sponsorship opportunities to enhance event offerings and revenue~~
- Manage relationships with sponsors to ensure mutual benefits and successful partnerships

Additional duties may be assigned as necessary.

IMPORTANT SKILLS AND ABILITIES

Experience

- Minimum of 3 years experience in event production, experiential marketing, live programming
- Portfolio of previously managed events (live music, weddings, meetings, parties, corporate events and/or athletic events)

Knowledge, Skills, and Abilities

- Culture-obsessed, passionate about some combination of live music, comedy, art, food, and beer
- Outgoing personality, prone towards fun, and leads by example
- Trend savvy within the worlds of pop culture, current events, and the live events industry
- A connector, someone who gets energy from people and likes the idea of putting together coalitions of dynamic creators for the purpose of fun
- Extensive knowledge of Microsoft / Google Suite
- Strong project management skills using Asana or a similar platform
- Experience managing budgets for events
- Ability to prioritize and handle multiple tasks with minimal supervision
- Detail-oriented work habits and strong organizational skills required
- Excellent communication and interpersonal skills with ability to build productive business relationships
- An understanding of experiential events, event marketing, and local marketing activation tactics



- Ability to be flexible, remain calm under pressure, and adapt as situations change
- A deep passion for craft beer is a plus
- Ability to work evenings, weekends and holidays as needed

Benefits:

- Medical, Dental, & Vision benefits
- 401K with match
- Paid Time Off
- Discounted merchandise
- Discounted beer

TO APPLY

Please upload a cover letter and resume here: [Aslin Beer Co. Application Form](#). In the cover letter, please describe what personally makes you a good fit for the position and for Aslin Beer Co.