

JOB TITLE: Brand Activation and Events Coordinator

LOCATION: Alexandria, VA

REPORTS TO: Director of Marketing

FLSA POSITION TYPE: Full Time, Salary Non-Exempt

POSITION SUMMARY:

We are seeking an experienced, motivated events professional whose dedication and initiative will help the company to achieve its most important goals. The Brand Activation and Events Coordinator at Aslin Beer Company is responsible for organizing, coordinating, and overseeing all aspects of Aslin brand events. They 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.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Create and plan all 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 activities with overall brand strategy and marketing campaigns
- Negotiate contracts and agreements with event vendors, suppliers, and partners
- Build out timelines for communications, logistics, and on-site execution
- Develop comprehensive run of show documentation for all events
- Manage day-of setup and staff communications, ensuring deadlines and budgets are adhered to
- 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 2 years experience in event management
- Portfolio of previously managed events (weddings, meetings, parties, corporate events and/or athletic events)

Knowledge, Skills, and Abilities

- 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