

**JOB TITLE:** Marketing 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 Marketing Coordinator to assist in developing and executing marketing strategies to enhance our brand building efforts, increase our community engagement, and drive sales. As a Marketing Coordinator, you will play a key role in supporting our marketing team by managing project timelines from concept to completion, executing successful campaigns, managing partner relationships and supporting campaign analysis to optimize our future efforts. You will collaborate with cross-functional teams to ensure seamless coordination and implementation of our campaigns. The successful candidate will be a highly organized project manager, a strong brand steward, a strategic thinker and be willing to get their hands dirty with the day to day execution.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Assist in concepting, creating and implementing marketing campaigns across various channels, including social media, email, and events
- Build, maintain and track performance of digital ad campaigns across multiple channels
- Prepare reports on campaign performance and provide insights for optimization
- Maintain marketing calendars and ensure timely delivery of all marketing initiatives by building out timelines and managing marketing projects through development and execution
- Support the maintenance of brand consistency across all marketing materials and communications
- Ensure the consistent execution of marketing and promotional campaigns in all Aslin locations through clear expectation-setting documentation and proof of performance systems
- Foster and nurture relationships with community partners in collaboration with our hospitality and events team members
- Manage partnership activations and engagements across all Aslin locations

- Assist with sales and marketing planning, including presentation development, asset management, and fulfillment
- Track and report on marketing performance metrics across all channels to assist in the optimization of future campaigns to drive growth
- Assist with budgeting and tracking of marketing expenditures
- Support event concepting, planning and execution
- Ensure timely fulfillment of sales materials to internal team and distributor partners

Additional duties may be assigned as necessary.

### **EXPERIENCE, SKILLS, AND ABILITIES**

- Bachelor's degree in Marketing, Communications, or a related field
- 2-3 years of experience in marketing, preferably in the food and beverage industry
- Strong understanding of marketing principles and practices and digital marketing advertising platforms
- Creative thinking and problem-solving skills
- Extensive knowledge of Microsoft / Google Suite
- Ability to manage multiple projects simultaneously using Asana or a similar platform
- 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
- Ability to work evenings, weekends and holidays as needed
- A deep passion for craft beer is a plus

### **BENEFITS**

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