



**JOB TITLE:** Creative Content Specialist

**LOCATION:** Alexandria, VA

**REPORTS TO:** Director of Marketing

**FLSA POSITION TYPE:** Full Time, Salary Non-Exempt

### **POSITION SUMMARY**

The Creative Content Specialist at Aslin Beer Company is part of the growing Marketing team responsible for creating fun, on-brand, and engaging content across all of our channels, from brewery and tasting rooms, to website and social media, to emails, events and sales channels. We are looking for someone with experience in photography, videography, and graphic design, who is well-versed in the Adobe suite of products and has a passion for creating content across mediums.

At Aslin Beer Company,

- We believe fun comes from experimentation.
- We believe uniform aesthetics are lazy.
- We believe everyone should be able to tell their version of our story.
- We believe innovation is not possible without experimentation.
- We believe our success depends on our willingness to explore.
- We believe quality is our responsibility.
- We believe beer is our product but the experience is our brand.
- We don't believe in the status quo.

Sound like you? Let us know! Submit your resume today.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Utilize photography, videography, and design skills to develop creative and on-brand visual content for Aslin.
- Provide ideas for new content creation.
- Film and edit in-house promotional videos
- Coordinate promotional photoshoots and production photos
- Manage and coordinate work with outside art services and printers to meet deadlines of deliverables
- Work with the Aslin Marketing team to develop marketing materials.
- Work with Marketing team to develop creative concepts to drive growth and engagement across Aslin's channels including social media, email, website, advertising, sales distribution, and front-of-house.
- Work effectively across departments / functions to assist in the creation and execution of the marketing calendar.

- Knowledge and understanding of social media platforms and their respective best practices and emerging trends (i.e. Instagram, TikTok, Facebook, Twitter, Youtube, etc.).
- Work within an established content strategy and marketing structure so that content is consistent with our brand voice, style, tone, and goals.
- Work with Marketing team to manage creative + distribution vendors and partners
- Help take new beer and food pictures, videos.
- Ensure all internal and external communications are visually consistent with the Aslin brand.
- Help implement Aslin's "voice" across marketing platforms.
- Help enforce adherence to Aslin's brand guidelines, company-wide.
- Manage digital inventory of label and merch art.

### **IMPORTANT SKILLS AND ABILITIES**

- Filming and editing content
- Product photography
- Adapting and editing industry-specific content to be understood by a general audience
- Creating compelling visuals for a variety of audiences and media
- Strong creative thinker; brainstorming and concepting experience a plus
- Fluent with video production for digital / social platforms
- Fluent with Adobe Creative Cloud programs
- Experience with website content management platforms such as Wix a plus
- Articulate communicator with excellent interpersonal skills
- Strong teamwork skills and the ability to work collaboratively
- Ability to work efficiently, meet deadlines, and handle multiple assignments
- Organized, reliable self-starter with the ability to prioritize and multitask
- Ability to maintain professionalism and quality work in high-pressure situations

### **THE IDEAL CANDIDATE WILL POSSESS:**

- Bachelor's Degree in Graphic Design, Videography, Communications, or Art, or 3+ years of experience in a related field
- Portfolio upon request
- Ability to work evenings, weekends and holidays as needed

### **BENEFITS:**

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