



Job Description

444 Bruxelles Street, St. Marys, PA 15857
www.straubbeer.com

Incumbent: _____

Title: **Assistant Hospitality Manager**
Salaried Full-Time Exempt Position

Reports To: Vice President of Sales, Marketing and Public Relations

Primary Purpose: The primary purpose of this position is to assist the VP of Sales, Marketing and Public Relations in providing exceptional customer service by ensuring that every guest encounter with Straub Brewery, Inc. results in an a high-quality visitor experience. These encounters could include visits to the Straub Tap Room, Eternal Tap, Straub's Gift Shop, while touring the Brewery, attending any of the Straub sponsored events, and visits to Straub's social media platforms.

Primary Functionality:

Below are three key focus areas, in which incumbent will assist the VP of Sales, Marketing and Public Relations at Straub's on-campus destinations. This includes, but is not limited to:

- Liaison at the Straub Tap Room
 - Assist with the day-to-day management of front of the house operations including scheduling, hiring, etc. balancing customer service with the efficiencies required to remain profitable
 - Ensure that when guest arrive the Tap Room it offers a welcoming, clean, friendly, and relaxing environment
 - Assist with and add value to enhance Campus Beautification Projects
- Assist with On-Campus Events and Private Events
 - Includes the scheduling, planning, and execution of public and private events in the Tap Room or on the Straub Campus
 - Measure, monitor and adjust accordingly accommodating customer needs as they arise
 - Assist with managing social media platforms

- Enhance guest experiences and opportunities while visitors are on tours and while visiting the Eternal Tap
 - Create opportunities to enrich visitor experiences for the thousands of people who visit the Brewery each year
 - As needed, adjust tours and the customer experiences offered, including tour flow, key tour touch points, new talking points, and establish new training materials for guides
 - Assist with creating specialty tours such as the Brew Master's Tour, Food and Beer Pairing Tours, and/or Beer Dinners that include tours
 - Coordinate Eternal Tap parties/private events

Other Key Functions:

- Assist with long and short term strategic planning, budget analysis, and staffing
- Assist VP and Retail Sales Associates with merchandising, offering suggestions on new and existing products and product placements
- Attend weekly Tap Room management meetings
- Coordinate with PA Wilds, local Chambers, Visitor Bureaus, and other regional partners to increase foot traffic/sales and to "add value" to our Customers' experience by directing them to other quality regional venues
- Follows all Straub brand standards
- Makes every attempt to meet or exceed project goals and timelines
- Requires decisive decision making and has the ability to delegate effectively
- Travels, as required in personal vehicle. Reimbursements of current Federal mileage rates apply
- Complete Responsible Alcohol Management Program (RAMP) Certification, Server/Seller Training within the first 30 days and Owner/Manager Training within the first 6 months of employment (Straub's expense)
- Obtain Safe-Serve and CPR Certifications within 6 months (Straub's expense)
- Attends and/or participates in trainings, conferences, and other opportunities to enhance and develop professional skills
- Performs other duties as assigned for the advancement of Straub Brewery, Inc. and the Straub Brewery Visitor Center and Tap Room

Qualifications:

- Minimum of 5 years of sales experience in the hospitality industry
- Strong knowledge of Microsoft Office, Google and social media platforms
- Exceptional oral, written, and interpersonal communication skills
- Ability to take the initiative to gather and use customer feedback to identify weaknesses and opportunities impacting operations and customer service
- Diligence, with the ability to follow through on all commitments (internal and external stakeholders)
- Demonstrate ability to achieve performance goals with a minimal direction
- Strong math skills with ability to understand margins and retailer cost of goods sold
- Must be available to work nights and weekends
- Required lifting and/or moving up to 50 pounds, when necessary
- Ability to thrive in an ever-changing, fast-paced environment
- A competitive team player who will do what it takes to win
- And most importantly, provide exceptional customer service

Benefits Package:

- UMPC Health Insurance including Spouse/Family - eligible after one month of employment
- Eligible to utilize Straub’s Flexible Spending Account (FSA)
- 401(k)/Life Insurance - eligible after one year of service and 1,000 hours with a 5% Straub contribution and match of .25% up to 1%
- Paid Time Off

Principle Rules, Regulations, Guidelines and Controls:

Incumbent must operate within the personnel policies and procedure manuals of Straub Brewery and Straub Brewery Visitor Center and Tap Room.

Results and Accountabilities:

- Timeliness of work assignments and a commitment of short and long-term project completion
- Confidentiality in all matters relating to other employees and production of Straub Brewery and the Straub Brewery Visitor Center & Tap Room

Appropriate and Professional Behavior:

- Dresses in an appropriate manner at all times in accordance with internal policies
- Demonstrates a friendly, courteous, helpful, and professional manner to all customers at all times
- Treats guests of the Brewery, employees and Board members with respect at all times
- Consideration for other employee’s opinions both at and outside of the Brewery

Civil Rights Assurance Statement:

Straub Brewery, Inc. does not and will not discriminate against any person because of race, color, religion, sex, national origin, age, or disability.



I hereby acknowledge receipt of and agree to the terms of this job description. The job description provided to me will remain in effect until a new or updated one is provided to me.

Assistant Hospitality Manager

Date

Vice President of Sales, Marketing and Public Relations

Date