



Job Description

303 Sorg Street, St. Marys, PA 15857
www.straubbeer.com

Incumbent: _____

Title: **Promotional Specialist**

Reports To: Sales Director

Primary Functions:

This is an exciting opportunity to work with a 150 year old, family owned well-established Beer Brand to help grow its popularity in select markets. The main focus of this full time salaried position includes:

- Execute fun theme interactive events with consumers at local events, retail spaces, restaurants, bars and other special events, as needed
- Work with the designated Sales Director who will assign each event
- Drive promotional beer dispensing vehicle to and from events
- Conduct event setup/breakdown of promotional assets
- Responsibly serve alcohol to legal drinking age consumers/must have RAMP Certification
- Operate Point of Sale transaction system and accountable for all cash
- Distribute marketing materials, promotional items or additional collateral and products provided
- Articulate best practices and trends back to the Sales Director via financial recaps and event photos
- Sets merchandising standards for all events to guarantee maximum exposure for all of our brands
- Perform nighttime and weekend work as assigned

- Ensures compliance with all Company and Governmental laws and regulations
- Ensures all equipment and product is in proper condition
- Assist and work with the Wholesaler Sales teams weekly in key accounts with special promotions and promotional items to support our brands
- Works with management on sales programs and special projects
- Performs other duties as assigned for the advance of Straub Brewery

Minimum Qualifications:

- Minimum 21 Years of Age
- High School Degree
- Valid Driver’s License and good driving record
- Minimum two years retail sales experience in the beverage alcohol industry
- Working knowledge of the promotional marketing process
- Proven track record in building good relationships with customers as well as internal associates
- Computer literate with the ability to skillfully use software applications including Microsoft Word, PowerPoint, and Excel
- Available to travel a minimum of 30% of his/her working time, including up to 5 hours of driving time

Preferred Qualifications:

- Malt beverage experience preferred
- Demonstrated ability to take the initiative to gather and use customer feedback to identify both needs and opportunities
- Demonstrated diligence and ability to follow through on all commitments (internal and external stakeholders)
- Demonstrated strong oral, written, and interpersonal communication skills
- Demonstrated ability to achieve performance goals with a minimum of direction
- Strong math skills with ability to understand wholesaler margin, retailer cost of goods calculation and market discount structures

Physical Requirements/Work Environment:

- Must be able to stand, walk and/or sit for extended periods of time
- Must be able to move up to 55 pounds and up to 200 on sporadic occasions
- Climb or balance stairs/ladders

Job Location: Western and Central Pennsylvania, including Pittsburgh Market

Benefits Package:

- 401(k)
- Health insurance with spouse/family add on
- Paid time off

Work Schedule:

- Tuesday-Saturday

Work Location: On the road

Principle Rules, Regulations, Guidelines, and Controls:

Incumbent must operate within the personnel policies and procedure manuals of Straub Brewery.

Results and Accountabilities:

- 1.) Timeliness of work assignments and ability to follow on projects to completion
- 2.) 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:

- 1.) Dresses in an appropriate manner at all times in accordance with internal policies

- 2.) Demonstrates a friendly, courteous, helpful, and professional manner to all customers at all times
- 3.) Treats guests of the Brewery, employees and Board members with respect at all times
- 4.) 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.

Promotional Specialist

Date

Sales Director

Date