

**COVA Brewing Company**  
**Title: Digital Marketing Manager**

**About COVA Brewing Company:**

At COVA Brewing Company, community is built on craft coffee and craft beer. Opening in June 2020, during a time where our world was shaken, COVA entered the Ocean View community also shaking up the craft beer and coffee house industry. We focus on curating a variety of craft beverages allowing the guest to have a custom experience that is new each time they come! This rings true in our menus, our space, our events and our merchandise.

**Job Description:**

As the Digital Marketing Manager of COVA Brewing Company, your focus is on the “customer beyond COVA”. You will oversee all efforts associated with bringing more customers to COVA through advertising, social media channels, the COVA website and e-commerce store. As an organization celebrating its one year anniversary, the Digital Marketing Manager is key in continuing the momentum while still being proactive to test new efforts, adapt to ever changing demand and learn from the process. It's vital that this role work cross functionally with the Marketing & Events Manager as well as the General Manager, Coffee Manager & Beer Manager to ensure brand and revenue growth.

**Core Responsibilities:**

- Have a deep understanding of COVA's customer base, its mission and vision for the business and community at large.
- Work cross functionally with the beer and coffee leadership teams to plan, organize and execute successful product launches and integrate COVA's core beverages into all external marketing promotions.
- Develop an advertising strategy & digital presence to ensure COVA hits key performance metrics as defined by Owners and COVA's General Manager.
- Outline an annual advertising and digital marketing budget that filters into larger marketing budget inclusive of the Marketing & Events Manager's budget. Take into account advertising, production costs, website maintenance etc. Manage and continuously monitor the budget to stay on track across the organization.
- Develop all of COVA's graphic design materials, including ads, social media graphics, event promotional materials etc.
- Post daily on social media channels; Instagram, Facebook
- Continuously analyze marketing trends and audience demographics to be proactive with product launches, marketing strategy and events.

**Brand Awareness**

- Define an annual advertising plan working with all relevant marketing channels (digital, print, radio, OOH) taking into account budget and defined KPIs. Special emphasis on digital marketing and expanding COVA's digital presence.
- Work with Marketing & Events Manager to define a bi-weekly marketing calendar that will track advertising deadlines, promotions and product launches. Resource will be used as a single source of truth to communicate across marketing managerial roles to update COVA's website, social media and newsletter platforms.
- Ensure execution of promotional calendar as well as track sales and analyze sales success of the promotion - share out results with relevant team members.
- Oversee the creation of all marketing materials to ensure items are on brand and cohesive with COVA's overall marketing strategy.

### **Social Media**

- Plan, generate, edit, publish, and share engaging content daily on all relevant social media channels (Facebook, Instagram, Untappd, Yelp, Google); be innovative and stay on top of marketing trends, adopt COVA's lifestyle and product imagery to produce compelling content.
- Leverage social media to share COVA's process (i.e. ordering, parking, operational hours, food truck schedule, events etc.) answer any questions and alleviate areas that could hinder the customer experience.
- Respond to customer requests and comments including tags in a professional and timely manner.

### **E-Newsletters**

- Responsible for sending out at least (2) newsletters a month to promote product launches, promotional efforts and events.
- Opportunity to build e-newsletter subscribers and generate separate groupings of customers i.e. VIP Beer Enthusiasts, COVA Events, B2B Private Event Reservations etc.

### **Website**

- Ensure that the website is up to date with relevant information, updated drink menus, food truck & event calendars as well as merchandise.
- Launch an e-commerce store for both coffee, beer, merchandise and event ticketing. Manage the photography of products, the promotional planning, fulfillment logistics and ongoing success tracking.

### **Events**

- Assist the Marketing & Events Manager with overflow private event requests as well as planning for COVA sponsored events.
- Work with the Marketing & Events Manager to execute each event's checklist for tasks leading up to, during and after the event. Special emphasis of this role will be placed on digitally promoting this event across channels.
- Share behind the scenes imagery on social media for COVA sponsored events.

### **Merchandise**

- Update the covabrewco.com e-commerce portion of the site to promote and sell the latest inventory.
- Leverage merchandise for promotional efforts such as social media giveaways, staff shirts for events, or auction items for philanthropic efforts.

### **Relevant Experience:**

- Proficient in Graphic Design, Social Media Marketing & Digital Advertising.
- Bachelor's Degree in Marketing, Communications and/or Business.
- 2 - 4 years relevant marketing experience, in hospitality, restaurant, brewery/coffeehouse preferred.
- Relevant experience managing annual (marketing) goals and working cross functionally within the organization to achieve them.
- A proven track record of hitting goals, a go-getter, strong communication skills, an innovator and creative, ability to work under pressure and with a variety of personalities.