



FAIR STATE BREWING COOPERATIVE

Director of Hospitality and Retail Operations

Fair State Brewing Cooperative is seeking a full-time Director of Hospitality and Retail Operations at our taproom brewery in Minneapolis, MN. As a member of the strategic leadership team you will be reporting directly to the CEO.

We are seeking an experienced retail and hospitality leader who has the vision, creativity, awareness of industry trends, and ability to adapt to changing conditions that we have seen in 2020. The Director of Hospitality and Retail Operations will manage and work alongside a team of experienced and creative workers to deliver outstanding hospitality and retail experiences. They will collaborate with fellow directors, managers, direct reports, and other departments to help realize and expand our vision.

In normal times, we operate a taproom and beer garden in Northeast Minneapolis which is open seven days a week and where we periodically host large-scale events. We regularly host a variety of smaller events at our taproom, and we strive to ensure that we consistently provide our patrons and the neighborhood with a comfortable space to meet, converse, explore, and celebrate. Small-batch production, as well as access to the larger releases from our St. Paul production brewery and mixed-culture program allows us to maintain an exciting roster of beer and beer-adjacent beverages, taproom-exclusive collaborations, variants, and other awesome (and occasionally not awesome) experiments. The cadence of new releases is astounding, regularly producing multiple new brands each week.

Until 2020, we have hosted two major events each year in our taproom: Mixed Culture, our brewer-driven beer festival, and Cooptoberfest, our Oktoberfest-themed anniversary party. Increased attendance at these events presents the opportunity to deliver more streamlined, memorable experiences. In addition, we host a large number of other events including special bottle and Crowler releases, trivia nights, comedy shows, panel discussions, and cat festivals. We continue to grow our online retail presence to sell membership and bottle club subscriptions, event tickets, and bottle reservations for special releases.

Since the COVID-19 pandemic began, the nature and scope of our retail business has evolved significantly to face changing health guidelines, industry trends, and trying to determine the best course of action for the health and safety of our workers and patrons while maintaining a viable business. We have implemented curbside pickup through online ordering, experimented with a delivery model, and took several other steps to find opportunities to engage the public in a safe and fun way.

Responsibilities

- Achieve annual revenue and profit goals
- Leverage existing strategies and collaboratively generate and implement new strategies to grow and develop our taproom and retail operations
- Manage taproom staffing, including scheduling, coaching, hiring, and training, and record-keeping
- Collaboratively generate, support, and realize ideas with the entire staff to ensure everyone is creatively and constructively engaged
- Promote and lead the health and safety of our team and patrons through the COVID-19 pandemic
- Provide leadership and direction to staff to ensure successful daily service and long-term, sustainable business performance
- Create, implement, and maintain standard operating procedures
- Manage inventory in a dynamic business environment
- Respond to taproom-related questions and concerns in an effective and timely manner
- Continually improve our high service quality and hospitality commitment, efforts, and actions
- Contribute to our long-term vision and translate that vision into concrete plans and actionable results
- Generate and maintain weekly, monthly, and annual budgets and metrics



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Desired Skills and Experience

- 5 years of experience coaching, teaching, or managing in a retail, bar, or service setting
- Knowledge of, and passion for, craft beer, cooperatives, and hospitality
- Excellent judgment, outstanding professionalism, and exemplary communication and teamwork skills, including experience with Microsoft Word and PowerPoint
- Strong analytical and quantitative skills, including the ability to read and interpret financial reports and to analyze operational and financial data using Microsoft Excel
- Ability to identify, evaluate, and act on new opportunities
- Strong attention to detail
- Experience setting up, configuring, and training others on software for business operations, including point-of-sale systems (e.g., NCR, Square, Clover), e-commerce (e.g., Squarespace, Shipstation, Stripe), accounting (QuickBooks), staffing (e.g., WhenIWork, ADP Resource), and inventory management (e.g., Orchestrated Beer, SAP, Ekos)
- Ability to manage changing priorities, emergent needs, and multiple important issues concurrently
- Ability to identify, prioritize, execute, and communicate about work independently with limited oversight or guidance
- ServSafe, TIPS, or other alcohol service and food handling certifications preferred

Requirements

- At least 21 years of age as of the time of application
- Able to sit and stand for prolonged periods
- Able to read, follow, and give oral and written English instructions
- Able to communicate succinctly, clearly, and persuasively in written and spoken English
- Able to occasionally lift/carry heavy objects (55 lbs.) safely above waist-level
- Able to work in a factory environment which may be loud, hot, humid, cold, or slick
- Able to work in a fast-paced environment with high-pressure deadlines and time constraints
- Able to engage with diverse audiences to direct service, resolve complaints, educate, and advance our business
- Able to deal constructively with conflict and disagreement
- Valid driver's license and ability to pass insurance driving record review

This is a regular, full-time position that is eligible for the following benefits:

- 7 paid holidays each year (New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day)
- Paid Time Off, which can be used for any purpose and is accrued at a rate of 0.0769 hours of PTO per hour worked (4 weeks per year)
- Paid parental leave (160 hours of paid parental leave in the 12 months following, or the 9 months prior to, the birth, adoption, or foster placement of a child in their home)
- Health, vision, and dental insurance for employee, spouse or domestic partner, and dependents, with a portion of premiums paid by Fair State
- Short- and Long-Term Disability, Accidental Death & Dismemberment, and life insurance coverage, with 100% of premiums paid by Fair State
- Flexible savings account for medical and dependent care
- \$200 reimbursement each year for personal safety equipment
- Simple IRA with employer matching up to 3% (eligible in 2021)



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- Employee Assistance Program
- Employee beer stipend
- Discounted membership in our cooperative after 6 months of employment
- Merchandise and beer discounts
- Credit for clothing merchandise at hire

This is a salaried, exempt position paid at \$55,000 per annum, plus eligibility for variable performance-based compensation.

Application Process

To apply, please send your resume and cover letter to hospitalityretaildirector@fairstate.coop. We are looking to hire immediately and will be interviewing applicants on a rolling basis until the position is filled.

Equal Employment Opportunity

Fair State Brewing Cooperative strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.