



**Position:** Social Media Director

**Hours:** 8:30 am – 5:30 pm, some events, holidays and weekends

**Days:** Monday through Friday

### **Company/Location Overview**

**The Bardstown Bourbon Company is a celebration of the art of making whiskey. No secrets, mythical stories, or fabricated legends. We celebrate the craft of making great whiskey and the Bardstown community that brings bourbon to the world.**

**Set on 100 acres of active farmland in the heart of the Bourbon Capital of the World, Bardstown Bourbon Company drives innovation, while honoring the traditional art of making bourbon. We produce the highest-quality, authentic Kentucky bourbon, whiskey, and rye brands as well as offer custom whiskey production through our one-of-a-kind Collaborative Distilling Program.**

**We are the first Napa Valley-style destination on the Kentucky Bourbon Trail to provide a full-service culinary experience at our Bottle & Bond Kitchen and Bar. Here, our visitors enjoy comfort food, exceptional salads, and farm fresh meats and cheeses. Our bar offers a creative cocktail program, whiskey and vintage spirits library, curated wine collection, and a selection of local draft beers. Bottle & Bond is the perfect foundation for a memorable afternoon or evening.**

For more information, please visit [www.bardstownbourbon.com](http://www.bardstownbourbon.com).

### **Job Summary**

As Social Media Director, the successful candidate manages the company's social media channels, including Facebook, Instagram, Twitter, and other relevant platforms. This position works closely with the Creative Department to create engaging content for the Company's social media presence, including keeping social media channels updated and brand-focused and is always seeking out new social media features and ways of connecting with audiences. This position is responsible for creating dynamic written, photographic, graphic, and video content.

### **Job Description/Responsibilities**

- Manages Company social media channels, including Facebook, Instagram, Twitter, and other relevant platforms
- Directs and defines social media strategies and goals in coordination with marketing efforts
- Creates dynamic written, photographic, graphic, and video content and able to execute large campaigns



- Helps to manage social media communications with brand's quality tone-of-voice (responds to comments/engages with audience)
- Works with Creative Department and social media team members to coordinate ad campaigns with social media strategy
- Directs social media management with large projects, events, and community management
- Creates content that promotes audience interaction, increases audience presence on Company sites, and encourages audience participation
- Is knowledgeable of and can successfully demonstrate many forms of social media engagement, especially Instagram/Facebook Story features
- Stays up-to-date on new and emerging social media platforms and features
- Proposes new ideas and concepts for social media content
- Optimizes content following for search engine optimization (SEO) and pay-per-click (PPC)
- Is knowledgeable of reporting and can analyze and present reports on engagement, audiences, and campaigns; and can A/B test according to reports
- Uses timeliness and scheduled content to create a consistent stream of new content for audience interaction while analyzing, managing, and altering schedules where necessary to optimize visits
- Other duties as assigned.

### **Requirements and Qualifications**

- Bachelor's degree in creative, marketing or social media marketing preferred
- Minimum of two years' experience in digital marketing and social media
- Excellent content writing and verbal communication skills
- Creative / photographic / video skills
- Strong familiarity with the business applications of social media platforms
- Experience using a DSLR Camera and its components
- Self-motivated as well as strong team player
- Understanding of social media metrics; able to interpret the results and take action to increase effectiveness of social media campaigns
- Experience in SEO and PPC
- Excellent proof reader
- Exceptional customer service skills
- Detail oriented

### **Physical Requirements**

- Regularly required to stand; use hands to finger, handle or feel objects, reach with hands and arms; and talk and hear
- Frequently required to walk; sit; and stoop, kneel, crouch, or crawl
- Exposure to fluctuating temperatures indoors and outdoors



The Bardstown Bourbon Company is committed to equality of opportunity in all aspects of employment. It is the policy of The Bardstown Bourbon Company to provide full and equal employment opportunities to all employees and potential employees, without regard to race, color, religion, national or ethnic origin, veteran status, age, gender, gender identity or expression, sexual orientation, genetic information, physical or mental disability or any other legally protected status.