

**Marketing Director**

Function: Marketing

Reports to: VP Brand Sales & Marketing

**Position Description:**

Responsible for Marketing, Advertising, Public Relations, Media and Communications for Bardstown Bourbon Company, its branded products, its Visitor Center, tours and associated Classroom/Content, Bottle & Bond Restaurant, and future Hotel.

Note: This is not a remote position. Office location is Bardstown KY.

**Direct Reports:**

Two Creative Directors: One responsible for print, point-of-sale and product/packaging; one responsible for social/digital, video, photography.

**Essential Job Duties and Responsibilities:**

Specifically, the responsibilities of the position include, but are not limited to, the following activities:

* Develop annual marketing strategies and tactics that help build awareness of BBCo, grow brand sales, distillery tours, restaurant visits, special event bookings, hotel reservations, reinforce the brand story, and drive traffic and engagement w/the BBCo brand.
* Build go-to-market strategies and tactics that drive volume growth and enhance the bourbon brand offerings;
* Set and implement the digital strategy for the company; Act as the social/digital voice of the company;
* Lead development of digital marketing strategies including search engine optimization, social media, email marketing, blogs, influencers, paid or boosted media and additional emerging opportunities
* Lead media strategy and implementation including digital media planning and buying, traditional media as needed (will be limited), KPI tracking and performance analysis,
* Manage external agency partners (social/creative, Media and PR agencies)
* Create content & user experiences in support of all BBCo key initiatives, bringing our world (distillery, visitors center, products, people) to the audience, and the audience to our world;
* Collaborate w VP Brand Sales & Mktg to develop and deploy an annual calendar of promotional activity, new product releases, and key events in support of the BBCo brand sales;
* Establish a digital marketing playbook, including go-to-market strategies and executional direction including a calendar for social media activation and community management;
* Supervise social media platforms including Facebook, Instagram and Twitter;
* Establish KPIs and ensure digital channels meet or exceed all financial and engagement targets;
* Collaborate with the Sales team to provide marketing support and expertise, filtering all local content to form a cohesive, holistic company message;
* Analyze consumer behavior and trends, identifying opportunities for optimizing digital strategies and plans;
* Lead reviews and reporting of digital marketing results with leadership team
* Continue to learn and test emerging digital platforms to better understand the implications to our business;
* Oversee execution of key corporate sponsorships and partnerships as well as community outreach opportunities (charities, donations, etc.);
* Assist VP Hospitality in marketing, booking and coordination of private events and functions;
* Collaborate with team that oversees retail boutique to ensure items are representative of the BBCo brand;
* Lead consumer insights: Understand, monitor and report on the evolving competitive landscape;
* Perform other duties and participate in projects as assigned by management.

**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
* Must be able to lift and/or carry equipment and materials up to 45 lbs. as needed
* 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.