



JOB DESCRIPTION: Marketing & Promotions Coordinator

Description:

Hopwater Inc. is looking for someone to help us tell the world about our product. We're a Cincinnati-based startup, but are quickly moving throughout the Midwest and Eastern United States. The perfect candidate for this role is someone who's passionate about our brand, understands our approach and our customers, and intuitively "gets" the tone of our materials. He/She would wear multiple hats, and would focus time and energy based on where most needed for growth & expansion. This means running campaigns, directing volunteers, helping develop marketing materials, giving input on strategy, appearing in public to promote & speak about Hopwater, working with our distributor & partners to dream up events, and basically join the team as a vibrant, creative, contributing member to the future success of Hopwater. He/She would work hours in the office, but would also be out regularly on nights & weekends, advocating for Hopwater, meeting & forming relationships with influencers in bars, restaurants, and public event spaces. In other words: this person would need to be comfortable being a public representative of the brand, speaking accurately and coherently about the product and the company in ways that not only communicate who and what we are, but present the brand as desirable to our target consumers. There is a huge potential here for the right person to create a role that grows with the brand - possibly even including the management of future individuals in similar roles in developing markets.

This role reports to the CEO, or the COO, as determined at time of hire.

Responsibilities:

- Assists with creation, management, and improvement of all marketing campaigns, including digital, traditional, social media, etc.
- Works with partners & partner firms (PR, marketing, etc.) to ensure seamless integration between campaigns, events, and promotions
- Manages Hopwater Street Team, including signup mechanisms, aggregation of signups, onboarding of team members, assignment of members to events, and organization & management of personnel at events & in public
- Co-Owns/Leads strategy & execution of Hopwater events & promotions including: public sampling, event sponsorship, etc.
- Works with team to determine which events are right for Hopwater, and what type of presence is most effective (sampling, selling, etc.)
- Operates as lead in-house sales rep, creating & maintaining relationships with key accounts locally & regionally - liaising with distributors to ensure best quality of account service and integration between supplier, distributor, and account.
- Manages promotional budget for city/region - makes decisions on spend and approach, with input & oversight from team

Qualifications:

- Excellent written & verbal communications skills, experienced & comfortable public speaker
- Solid personnel & event management skills, demonstrated ability to coordinate teams of people and delegate effectively in hi-intensity situations
- Comfortable & competent self-starter. Must ideate, initiate, and execute multiple campaigns or initiatives with occasionally minimal input or support from other team members
- Strong strategic thinker - capable of abstract creative thought & problem solving toward Hopwater's business goals and objectives
- Personally organized, and capable of bringing order to sometimes chaotic processes and teams
- Undergraduate Degree (or commensurate experience) required, with preference toward marketing, PR, promotions, or business communications fields
- Must be 21+ (requirement for some sampling & promotion establishments)
- Preference to multiple years in professional environment, with demonstrated expertise and results in marketing & promotion of products, events, or initiatives.

Travel Required: Yes. Amount TBD based on expansion.

Direct Reports: Not at present. Could have depending on growth.

Timing for Hire: 3rd Quarter 2015

Process for Hire: Interested candidates will be asked to provide materials relevant to the above description & qualifications. Select candidates will interview with members of the Hopwater/48th Parallel team, and asked to give their input & strategies for specific business challenges. Some candidates may be asked to attend/assist with public Hopwater promotion/sampling events, to see how they work in public, how they speak about the brand, and how they integrate with (or hopefully improve) the team and our public presence & presentation.

More Information:

DrinkHopwater.net

[Facebook.com/DrinkHopwater](https://www.facebook.com/DrinkHopwater)

Twitter/Instagram: [@DrinkHopwater](https://twitter.com/DrinkHopwater)

