

United States Jobs Expertini®

Marketing Director

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Company: Castle & Key Distillery

Location: Frankfort

Category: other-general

DIRECTOR OF MARKETING OPPORTUNITYLocation: Frankfort, KY, with partial work-from-homePosition: Full-timeOut-of-state moving allowanceCastle & Key is a growing, family-owned distillery fueled by passionate people. Ours is a space where people enjoy being part of a company drenched in a deep and meaningful history, creating premium spirits. Experience your new career path in a storybook setting, composed of a remarkable distillery housed inside a castle, erected in 1887 by Colonel E.H. Taylor, and enveloped in a manicured nature park. With a focus on maintaining a healthy culture where everyone thrives while honoring an even work/life balance, Castle & Key empowers you to grow and advance in a highly collaborative setting with a close-knit team. You'll be at the forefront of creating and developing systems and solutions free from the complexities of a corporate, bureaucratic environment.**Who are you, and what can we achieve?**If you have the drive to develop and hone your skills while contributing dynamic, strategic ideas and leadership, we offer the opportunity to become a team member of Castle & Key.**We are looking for entrepreneurial contenders who want to expand their career growth while they are a part of the Castle & Key family.**The desire to be a member of a proud team of creative, disruptive, and innovative industry professionals.**The excitement of taking creative control in an overarching brand strategy, then coordinating & delegating tasks to meet your goals.**Enjoyment in the feeling of community within an unconstrained group of professionals.**Working inside a gorgeous setting filled with creeks, waterfalls, gardens, and a springhouse.**Building confidence because we take pride in and carefully construct everything we create.**Position Summary**This is an opportunity for a marketing professional to be the lead creator and developer of C&K brands

and its portfolio. It is a bucket-list role for the experienced marketing professional looking to leave their thumbprint on a brand that is expanding towards becoming an industry leader on a global stage. Our world-class distillery is nestled in a beautiful location to create and play a high-visibility role in the exciting spirits industry. With the smaller business environment and early-stage business development, an experienced marketing professional will enjoy the entrepreneurial conditions and enhance their business skills. This role will be the center point representative for all brand-related efforts. It will partner closely on product and portfolio strategies with the Sales, Hospitality, Operations Directors, and the R&D department. This role aims to advance the brand and products to national and global recognition, provide individual market support, and expand consumer knowledge of our homeplace and its hospitality offerings.

Detail of Responsibilities

Conduct market analysis of assigned product lines performance and become an expert on the portfolio, competition, and category; and develops ROI measurement on deployed strategies. Collaborate and partner with Sales, Finance, Distillery Operations, and Hospitality to create synergistic brand and marketing plans in step with operational goals. Building marketing strategies, services, and product lines that resonate with current and potential customers. Translate the business strategy and goals into product roadmaps and business development plans for successfully launching new products. Oversee the planning process, define target consumers, and develop the marketing mix and strategies on consumer brand interaction to encourage increased purchase. Develop an annual budget, ensure a marketing plan is executed to reach product sales objectives and defines and measures Key Performance Indicators (KPIs) and other initiatives to create focus and drive results. Manage and develop a P&L and drive market growth by generating revenue through efficient and effective brand marketing programs to increase awareness, acquisition, and retention. Ensures consistency in brand voice, design, and execution for all branding and marketing initiatives. Develops a deep understanding of consumer mindsets and barriers to marketing and subsequently offers the department creative and sustainable solutions. Managing changes in mindset, strategy, and execution pertaining to scaling up brand growth. Manages agency creative work on package development, marketing materials, sales materials, public relations, media, and social campaigns. Champion the growth and development of the brand both internally and externally. Analyze sales and financial performance and offer solutions for adverse sales or cost trends. Remain abreast of industry best practices and emerging strategies that will keep the brand marketing up-to-date and ensure the business a competitive edge in brand

awareness, consumer acquisition, and retention. Required Qualifications A bachelor's degree in marketing or business is required A minimum of six (6) years of experience with budgeting, planning, and/or financial analysis A minimum of six (6) years of experience in advertising, marketing, and brand management required At least six (6) years of experience in the adult beverage industry Brand development leadership (performing as the key decision maker) Product and portfolio development Change management experience and responsibilities regarding growth in a brand life cycle. Digital Marketing Social media program development and initiatives Trade program partnership and/or development A successful track record in executing marketing strategies and initiatives Experience in leading a team Previous experience in a role that requires strong attention to detail, communication skills, and a focus on quality. Experience managing vendor and ad agency partnerships E-commerce insights Data Analytics Benefits Full benefits including health, dental, and vision Matched 401K Paid time off Flexible work environment Additional benefit opportunities available Physical Demands & Work Environment Prolonged periods of standing and walking Ability to lift up to 30 pounds

The Castle & Key Story Castle & Key is a growing, family-owned distillery fueled by passionate people. Ours is a space where people enjoy being part of a company drenched in a deep and meaningful history, creating premium spirits. Located in Frankfort, KY, Castle & Key has become a popular travel destination for spirits and history enthusiasts alike. In 2014, our team, led by owner Will Arvin, purchased the Old Taylor Distillery in ruins. After extensive restoration, the distillery opened its doors in 2018. In March 2022, Castle & Key Small Batch Kentucky Straight Bourbon Whiskey became the first bourbon distillate that has been distilled and released at the Historic Old Taylor Distillery in nearly five decades. With a focus on maintaining a healthy culture where everyone thrives while honoring an even work/life balance, Castle & Key empowers you to grow and advance in a highly collaborative setting with a close-knit team. You'll be at the forefront of creating and developing systems and solutions at a place where we are reimagining how Kentucky spirits are presented to the world. We invite you to join us and be a part of our story.

Our Culture We are a family-owned distillery with strong values, both with the spirits we produce and the people we work alongside. At Castle & Key, our culture is paramount. We strive to build a team that has convictions of courage, excellence, honesty, and thoughtfulness. We not only seek to find talented, hard-working, creative, and experienced individuals but those who exhibit characteristics of respectfulness, kindness, and a willingness to jump in and help when required. Our goal in building a team is for

everyone to be excited to come to C&K because it is such an incredible place to work. We invite you to become a part of history, develop your skills, and grow your career at Castle & Key.

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