



Market Event Coordinator

3/13/18

Job Overview

We aspire to create craft cider that is accessible to the people, utilizing the most advanced brewing standards, and quality Northwest ingredients, without being afraid to do things a little differently. Much like our product, 2 Towns as a company is fun, unique, and filled with energy. Our crew is what makes what we do possible, and we are committed to fostering an environment of fairness, empowerment, and security.

Job Summary:

The Market Event Coordinator is responsible for the planning, registration, and overall execution of all 2 Towns event marketing efforts. This position requires excellent organization and communication skills, a friendly and professional demeanor, and an ambitious can-do attitude.

Essential Duties and Responsibilities

General Purpose: The Market Event Coordinator's role is to leverage our internal teams and extensive network of business partners to maximize the presence of the 2 Towns brand at events throughout our distribution territories. Essential to this position is the ability to gather and track vast amounts of information, tasks, and deadlines, and then communicate with everyone involved to successfully execute each event.

Responsibilities/Duties: Core duties and responsibilities include the following (other duties may be assigned):

I. Research & Planning

- Gathers and organizes all information pertaining to events we have plans to attend throughout the year
- Develops and gathers information to make proposals for new events to add to our existing event calendar:

- Major 2 Towns hosted events
- Event opportunities in new territories
- New brew and craft beverage festivals, trade shows, and other creative opportunities
- Account level collaboration and cider pairing dinners
- Sponsorship leverage

II. Coordination & Execution

- Plans, coordinates, and executes events hosted by 2 Towns Ciderhouse, including our Annual Harvest Party with an attendance of over 5,000 community members
- Registers the company for all approved events as early as possible, and prior to all deadlines
- Coordinates with event organizers to establish expectations for our attendance, and what company assets will be needed to successfully participate
- Communicates event expectations and needs to relevant team members in order to smoothly and effectively attend all events and positively represent our brand both publicly and with all business partners and industry peers
- Maintains a well-organized system of information to effectively track and communicate the status of all event action items with all relevant members of our internal team

III. Regulatory & Licensing

- Familiarizes self with all applicable laws and ensures that 2 Towns is always in compliance with these laws for events
- Obtains all required event licensing and permitting (OLCC, City Police, Fire, etc.)

IV. Equipment

- Develops and maintains an inventory system for all local event equipment, and helps keep our Sales team supplied as needed, keeping everything accounted for and in good condition
- Tracks remote team's inventory of event equipment, helps re-supply as deemed necessary
- Develops and shares new ideas for event assets that would enhance our presence and impact at events

V. Scheduling

- Works with individuals and their supervisors to schedule necessary staffing for events, including themselves as necessary

VI. Organization

- Maintains an effective system of organization to assure timely and clear communication and execution of all events
- Public and internal event calendars should be updated with relevant information for each event as early and often as is reasonable for each event

VII. Miscellaneous

- Responsible for continual learning of advanced knowledge of our industry, especially cidermaking processes and sensory evaluation
- Participate in quarterly staff meetings and company-wide Cider Education events
- Coordinate, execute, and lead the Annual Harvest Party
- Occasionally assist the Human Resources department with internal staff appreciation events, and conduct self professionally during those events
- Review own time cards on a regular basis
- Adhere to 2 Towns safety policies and procedures at all times
- Observe and follow all policies described in the Employee Handbook
- Other duties as assigned

Desired Skills and Abilities

- College degree in Project Management, Communications, or similar field preferred; or two years of professional events experience
- Able to function in a dynamic, fast-paced work environment
- Personable and professional attitude towards other employees and the public
- Thrives in group work situations, collaborating and helping others
- Effective email, phone, and web conference communication, especially to remotely located individuals
- Excellent time management skills
- Self-motivated to make an impact in an entrepreneurial environment
- Looking for a long term job opportunity
- Ability to retain confidential company knowledge
- Ability to work with honesty and integrity
- Ability to work independently
- Passionate about craft beverage industry (cider, beer, wine, mead)
- Willingness and ability to travel on occasion
- Ability to be flexible in both schedule and duties
- Availability to work evenings and weekends
- Proficiency with office productivity software

Required Minimum Qualifications

- 21 years or older
- Located in Corvallis, or willing to commute to Corvallis for the majority of the work week

- OLCC Alcohol Service Permit or ability to obtain one, paid for by the company
- Education: High School Diploma or equivalent.
- Two or more years of professional event planning experience, or similar project management responsibilities
- Demonstrated excellent communication skills, especially remotely via email and phone/web conference
- Demonstrated excellent organizational skills, especially in juggling multiple deadlines
- Professional and polite demeanor
- Proactive and problem solving work ethic
- Microsoft Office Suite (Word, Excel, PowerPoint), Google apps for Business (Gmail, Docs, Sheets, Calendar), and Adobe Acrobat Pro/Reader
- Valid Oregon Driver's License and acceptable driving record
- Have access to a working vehicle
- Able to occasionally drive for long periods of time
- Able to lift 35lbs with own strength or move 50lbs using a hand truck
- Able to kneel and stoop occasionally

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit; walk; use hands to move cases, reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; talk or hear and visually count. The employee is required to stand most of the day. The employee must frequently lift and/or move up 35lbs pounds or more using one's own strength, and move greater amounts using a hand truck or other tool.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is moderate to loud most of the time.

Compensation and Benefits

2 Towns Ciderhouse offers competitive wages that will be determined by experience and may include health insurance, monthly merchandise credit, 401k & profit sharing bonus opportunities, and paid time off. Benefit eligibility is dependent on job classification and hours worked. Complete details are outlined in the 2 Towns Ciderhouse Employee Handbook.

To Apply

Please submit:

1. Your resume, and
2. A cover letter that addresses your experience coordinating and executing outreach events, as well as any relevant experience in the craft beverage industry (if applicable, though not required)

to jobs@2townsciderhouse.com by midnight on Tuesday, March 20th 2018. Please, no phone calls about this position. Sorry, resumes submitted without cover letters will not be considered.

2 Towns Ciderhouse is an equal opportunity employer.

