



Program Manager

Classification: Exempt

2/23/2018

Supervisor: Key Accounts Director

Job Overview

2 Towns Vision:

We aspire to create craft cider that is accessible to the people, utilizing the most advanced cider making 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 makes what we do possible, and we are committed to fostering an environment of fairness, empowerment, and security.

Job Summary:

This position is largely responsible for chain and cause programming acquisition and execution, by coordinating inputs from all departments to create an executable plan that is then communicated back to all departments and tracked.

The Program Manager increases sales and sales ROI by owning many of the planning and interdepartmental communication and coordination duties required to execute programming. This position will also increase the impact of programming by providing a dedicated resource for oversight of programming preparation, communication, execution, and postmortem analysis, both for chain and cause programs. This position will allow for expansion of our cause marketing efforts outside of the Pacific Northwest by being a dedicated resource to finding and developing new cause marketing partners.

Essential Duties & Responsibilities

- I. Maintain master sales calendar that tracks important sales/marketing activities in each 2 Towns territory
 - a. Planned product releases
 - b. Chain programming
 - c. Distributor incentives
 - d. Cause partner marketing programs and other focus periods

- II. Develop and maintain relationships with cause partners that 2 Towns works with for cause marketing programs, and be the lead 2 Towns contact for them
 - a. Work with territory sales managers and KAM team to identify relevant cause themes
 - b. Identify candidate cause partners and meet with them to assess fit and select cause partners
 - c. Work with sales team and cause partners to develop cause marketing programs and be the main point of contact between 2 towns and cause partner for cause program definition and execution.
 - d. Coordinate with marketing team to schedule and coordinate POS development and delivery to distributor partners and sales team
 - e. Coordinate with sales and marketing team to promote the accomplishments of cause marketing program

- III. Work with all key 2 towns groups to be the hub between chain programming acquisition and execution
 - a. Work closely with KAM team to consolidate all chain programming activities on the master sales calendar and then assist in executing programs through building out and communication of program schedule key milestones and deliverables to production, marketing, finance and sales teams
 - b. Coordinate with KAM team, territory sales managers, and marketing department to communicate POS demands and their required delivery schedules for upcoming programming to Marketing Department
 - c. Coordinate with any 3rd party demo/marketing companies and KAM team to schedule tasting/market support activities
 - d. Work with sales managers to identify priority account call list for each chain program by territory
 - e. Work with sales managers to follow up in KARMA to identify program execution holes during program so they can be addressed.
 - f. Work with Finance team to track and report marketing spend directly associated with chain programs
 - g. Conduct postmortems for major programs to quantify program lift, execution successes and holes, ROI and other key measures and report findings to sales team.

- IV. Chain authorization and distribution status tracking
 - a. Organize and archive existing chain authorizations in a database for distribution to sales team.
 - b. Record new distribution authorizations in chain authorization database
 - c. Run periodic analysis of distribution gaps in existing authorizations and communicate those to sales managers.

- V. Building Team Skills
 - a. Develop training materials as necessary to assist with sales team execution of programming activities.
 - b. Travel to territory and participate in market drives when necessary

- VI. Miscellaneous

- a. Travel to other cities and states to represent the company (about 10% of the position).
- b. Understand key business and management concepts.
- c. Communicate regularly with the Chain Accounts Manager to provide updates on day-to-day activities.
- d. Participate in monthly all staff meetings.
- e. Adhere to 2 Towns policies and procedures as described in the Employee Handbook at all times.
- f. Other duties as assigned.

Required Minimum Qualifications

- Education and Experience: Four-year Business or related degree OR High School Diploma or equivalent with two years of relevant professional experience.
- Valid Driver's License.
- Must be 21 or older.
- Bachelor's Degree (BA) from four-year college or university, or one to two years of related experience and/or training, or equivalent combination of education and experience.
- Computer skills required: Spreadsheet Software (Excel)
- Other skills required: Ability to research data (e.g. IRI/Nielsen)
- Preferred Location: Corvallis Office – needs to be highly connected with all 2 Towns teams, finance, production, marketing and sales
- Clean driving record
- Ability to occasionally drive for long periods of time.
- Ability to work independently as well as with colleagues.
- Ability to travel to other U.S. cities.

Desired Skills & Abilities

- Positive, outgoing personality with the ability to network and develop relationships with key contacts at each account and within the beverage/bar/restaurant industry.
- Experience in developing project plans with input and execution goals from/for multiple teams and then managing and executing those plans
- Basic understanding of distribution, alcohol sales in chains and chain programming execution
- Excellent written and spoken communication skills
- Familiarity with cause marketing campaigns
- Expert in Microsoft or google office suite and some experience with program management software.
- Strong public speaking and interpersonal skills.
- Demonstrated ability to manage multiple projects simultaneously.

- Excellent organizational skills and attention to detail.
- Self-motivated attitude.
- Excellent problem solving/analysis skills.
- Enthusiasm to work as part of a dynamic team.
- Ability to use Microsoft Suite, Google Drive, and Internet.
- Ability to move 35-lb short distances by hand, as well as heavier amounts using a hand truck.

Physical Demands

- Occasionally required to stand
- Occasionally required to walk
- Frequently required to sit
- Continually required to talk or hear
- While performing the duties of this job, the noise level in the work environment is usually moderate
- The employee must occasionally lift and /or move more than 50 pounds continually lift and/or move up to 10 pounds
- This position will be an office job behind a computer the majority of time and will be involved with sometime in the field to connect with people, cause campaign groups, as well work with our chain and greater sales team. May occasionally be asked to move cases of hard cider, or large stacks of sales sheets and publications

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 majority of this position will operate in a professional office environment. This role routinely uses standard office equipment. Due to the traveling nature of this position (about 10% of the position), some work will be done remotely. Travel is almost exclusively done outside of the local area and will be overnight.

Compensation and Benefits

2 Towns Ciderhouse offers competitive wages that will be determined by experience and qualifications. Benefits for full-time staff include health/dental insurance, 401(k), Paid Time Off, profit sharing bonus opportunities when applicable, 70% off product purchases, and quarterly merchandise stipend.

To Apply

To be considered for this position, please submit a resume, as well as a cover letter that addresses:

- Your experience with establishing, developing, and maintaining professional relationships

- Your experience with designing presentations and public speaking
- Your experience with interpreting data

to jobs@2townsciderhouse.com by 11:59p on Sunday, March 4, 2018. Sorry, resumes submitted without cover letters will not be considered.

2 Towns Ciderhouse is an equal opportunity employer.
