



Communications Specialist

Classification: Non-Exempt

Direct Supervisor: Content Marketing Manager

1/21/2020

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 is what makes what we do possible, and we are committed to fostering an environment of fairness, empowerment, and security.

Job Summary:

The Communications Specialist role is part of the content crew within the marketing department. This role supports the development of written content for internal, external and B2B communication. This includes creating content for (but not limited to) press releases, blog posts, web pages, social media, advertisements, print advertisements, packaging, sales collateral, etc. The ideal candidate will have strong written & verbal communication skills, a creative mind for developing new content ideas, knowledge of pop culture & viral trends, and the ability to write for a wide range of topics with appropriate tone, vocabulary and grammar usage. Attention to detail is imperative to creating final content free of errors.

Essential Duties and Responsibilities

Content Planning and Development

- Write, proof and edit content for both internal & external marketing communications (i.e. press releases, social media, blogs, newsletters, website content, video scripts, advertisements, packaging materials, sales collateral, and others)
- Collaborate with the marketing crew to develop an editorial calendar and content to support brands' strategies and objectives

- Work closely with department representatives (i.e. sales, chain accounts, etc) to develop on-brand themes and content while maintaining consistent voice
- Adhere to content standards and production deadlines; ability to adjust voice/style based on brand and medium
- Assist in other areas of content production

Campaign Execution

- Assist content marketing manager in monitoring social campaign performance
- Actively monitor and respond to customers in a timely and friendly manner
- Assist content marketing manager in analyzing campaign metrics and presenting recommendations on future content improvements

Customer Service / Direct Communications

- Respond to customer questions/comments/requests via social media and info emails

Public Relations & Media Outreach

- Write, proof and edit press releases for media
- Research industry-related topics & news sources, make recommendations for new avenues to pursue

Additional Marketing Duties

- Stay up to date with and assist in training team members on best practices for different marketing platforms and publication tools
- Utilize Google Drive to store content in an organized fashion for easy access
- Assist with additional creative projects as requested
- Help promote and work 2 Towns Ciderhouse Annual Harvest Party
- Additional duties as assigned by content marketing manager and/or management team

Miscellaneous

- Attend quarterly all-staff meetings, and cider education courses
- Continuous training in the craft alcohol (tastings, cider educations, etc) industry and how to communicate about our products
- Sample new & upcoming 2 Towns products and be able to write descriptive content regarding each product
- Adhere to all policies outlined in the Employee Handbook, as well as all company safety policies and procedures

Job Requirements

Required Minimum Qualifications:

- 21 years or older
- Experience: 1-3 years in a similar or related field
- Able to move 50lbs laterally using a hand truck, or lift 35lbs using own strength

Desired Skills and Abilities

- Excellent written and verbal communication skills
- Excellent interpersonal and collaborative skills
- Able to write with a specific brand voice
- Friendly, approachable, self-motivated and professional attitude/social skills
- Extreme attention to detail
- Able to work independently as well as part of a dynamic team
- Energetic and able to work in a fast-paced environment
- Creative and innovative thinker/planner
- Confident in producing work across multiple platforms & mediums
- Able to align multiple brand strategies and ideas
- Ability to multitask, prioritize and manage time efficiently
- Able to assist crew members when needed to accomplish team goals
- Passionate about craft beverage industry (Cider, Beer, Wine, Mead)
- Knowledge of modern pop culture, current trends and memes
- Familiar with social media platforms such as Facebook, Instagram, Twitter, YouTube, & Reddit
- Previous experience building content for social media, blogs & press releases
- Familiar with publishing tools such as MailChimp or Sprout Social
- Familiarity with keyword placement and SEO practices
- Proficiency with Microsoft Suite and Google G-Suite Apps for Business
- Willingness and ability to travel (infrequent)
- Ability to work flexible hours, and occasional evenings, weekends and holidays
- Ability to drive to and attend outside events
- Education: College degree in English, Journalism, Marketing or a related field preferred

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; stoop, kneel, crouch, or crawl; talk and hear; visually count.

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. Occasional travel may be expected for press checks, which will be accommodated by the Company.

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

To be considered for this position, please submit the following documents to jobs@2townsciderhouse.com:

1. Your resume;
2. A cover letter that summarizes your previous experience and why you want to work for 2 Towns Ciderhouse;
3. A portfolio of minimum of three (3) written work samples, ideally from a variety of topics, styles or channels.

This position will remain posted until filled. Please note that resumes submitted without the requested materials will not be considered. Please, no phone calls about this position.

2 Towns Ciderhouse is an equal opportunity employer.