



## **Brewers Association Job Description**

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**Date:** 12/17/ 2015

**Position Title:** CraftBeer.com Editor-In-Chief

**Department:** Craft Beer Program

**Position Reports To:** Craft Beer Program Director

**Duration:** This is an independent contract position.

**General Purpose:**

The independent contract position leads CraftBeer.com in its dedication to small and independent U.S. craft brewers. Areas of focus include CraftBeer.com content and website traffic, social media planning, press release coordination, database administration and culinary world networking.

The ability to access and leverage culinary thought-leaders will be crucial to the success of this position.

**Essential Duties:**

- Editorial:
  - o Meet or exceed annual traffic goals as determined by Craft Beer Program Director.
  - o Track and present reports on monthly content goal progress.
  - o Manage the editorial calendar.
  - o Review all posts and comments for content, clarity and accuracy on a daily basis.
  - o Write and edit copy for CraftBeer.com.
  - o Review evergreen content and update the approximately 20 main web areas.
  - o Edit Craft Beer Program special projects.
- Social Media:
  - o Establish a formal social media campaign, including measurable goals.
  - o Monitor messaging and frequency over approximately eight properties.
- Manage all Craft Beer Program press releases, including routings and marketing.
- Write the BrewersAssociation.org *Communicating Craft* blog.
- Manage outreach to culinary contacts; maintain culinary contact database:
  - o Manage marketing and communication tracking to top beer schools and culinary institutions.
  - o Meet established goals and KPIs tied to CraftBeer.com culinary campaign.
- Manage culinary externship.

**Skills, Knowledge and Abilities:**

- Must have strong knowledge of culinary marketplace and thought-leaders in the culinary industry.
- Master's degree a big plus.
- Excellent writing and editing skills.
- Strong knowledge of web content management.
- Strong knowledge of social media best practices, including Twitter, Facebook, Instagram, YouTube, Pinterest and other channels.
- Robust knowledge of craft beer and American craft brewers.
- Working knowledge of print or broadcast journalism marketplace.
- Ability to build and elevate a website's brand.
- Familiarity with the Beer Judge Certification Program and/or Certified Cicerone®.



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- Ability to thrive in fast paced office environment.
- Strong attention to detail.
- Ability to manage multiple projects and deadlines simultaneously.
- Strong working knowledge of Microsoft Office Suite and WordPress.
- Ability to thrive in a cooperative environment.
- Strong creative problem-solving abilities.
- Strong verbal communication.
- Ability to balance big-picture thinking while simultaneously perfecting the details.
- Ability to manage budgets.
- Strong planning ability.

### **Travel Required:**

Estimated travel for this position is eight trips per year, including American Craft Beer Week, Craft Brewers Conference, Great American Beer Festival, SAVOR, and various CraftBeer.com exhibits.

**Note: This job description is not intended to be an exhaustive list of all duties, responsibilities or qualifications associated with this job.**

### **Equal Opportunity**

The Brewers Association is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital/familial status.