

RED HARE



BREWING COMPANY

Position Title: Taproom and Events Manager

Reports To: Founder & Managing Partner

Red Hare Brewing Company is an independent microbrewery located in the heart of Marietta, GA. In August 2011, Red Hare started selling its craft beer throughout the state of Georgia, and is now also available in TN, AL, Florida Panhandle, NC, and SC. In April 2018 Red Hare Brewing Company opened its doors at its new Shallotte, NC location. For more information, visit [/www.redharebrewing.com](http://www.redharebrewing.com).

Taproom and Events Manager: The primary responsibility of the Taproom and Events Manager is to promote and increase brand recognition for Red Hare Brewing Company. The Taproom and Events Manager will oversee taproom operations and events planning program for Red Hare Brewing Company in both of its locations in Marietta, GA and Shallotte, NC. while ensuring the serving teams provide exceptional customer service and promote the high quality of our beers to make the experience at Red Hare Brewing Company a memorable experience for every customer.

Key performance measures include: Meet sales quota; build and train a Taproom team that creates the 'Red Hare Experience' for our customers; and, build Red Hare brand by educating our customers.

Duties and responsibilities include:

- Manage and oversee both taproom operations and efficiencies
- Train staff to efficiently manage transactions including opening and closing procedures for taprooms and events
- Educate staff on our beers and on creating exceptional customer experience
- Create monthly staffing schedules for taproom and events
- Manage taproom beer inventory daily with Arryved
- Order and manage all Red Hare merchandise inventory
- Merchandise the taproom displays to effectively sell beer and other products
- Provide customers with beer information, techniques, history, and be able to respond to customers questions
- Inform customers on where to find Red Hare beers at retail, restaurants, and outside events
- Maintain a friendly, warm, and clean tasting room environment including outdoor areas
- Clean, organize, and re-stock tasting room
- Work with the management team on marketing incentives, promotions, and events planning
- Manage the sales and execution of both private and public events
- Create metrics to measure success rate for taprooms and events, and, detect areas needing improvement to achieve optimal customer service, brand recognition, and sales goals
- Develop and execute a strategic plan to gain customer loyalty
- Coordinate with management team communications and coordination of all details for onsite and offsite events; and, inform staff and public of Red Hare Brewing Company activities
- Manage all social media platforms for Red Hare Brewing Company

- Other duties as necessary

Position Qualifications:

- Bachelor Degree in Hospitality Management and/or Marketing Preferred
- Minimum 3 years of hospitality management and events planning experience
- Must be a team player and possess “can do” leadership attitude
- Must be highly motivated, independent, and able to give clear direction to the team
- Previous managerial experience in hiring, training, supervising, and scheduling employees
- Outstanding customer service skills
- Proven ability to communicate effectively
- Commitment to excellence and high standards
- Ability to develop, implement, and reach sales goals
- Ability to provide customers with an unforgettable beer tasting experience
- Must be able to work weekends, some evenings, and some holidays
- Must be detail oriented with excellent organizational skills
- Professional appearance and attitude are required

Red Hare Brewing Company, LLC is an equal opportunity employer and does not discriminate in employment decisions based on any factor protected by applicable federal, state or local law.