

# IRON SMOKE DISTILLERY

**Marketing Communications Manager/Director** (based on experience)  
Fairport, NY: Full-time, Hybrid (in-office/remote)



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## About Iron Smoke Distillery

We've been rockin' the whiskey scene since 2011 when our co-founder and chief trailblazer – musician Tommy Brunett, came up with the concept of combining two great American past times: great whiskey and Applewood BBQ smoked goodness. Our internationally acclaimed NYS farm distillery is where we make the highest-rated elixirs in the world. Local farm folk drop off their freshest grains for our master distiller and crew to ever so lightly fire it up in our handmade smokin' machine. Our swill swirls, spins, and churns until only the finest is ready for small-batch aging, bottling, and delivery to watering holes across the US.

## Job Description

To keep this train on the fast track, we need the expertise of a dedicated marketing communications guru – and that's where you come in. We're looking for someone that's psyched about charting a new path by building and growing unique marketing programs that take our brand and products to next-level greatness.

In this new role, you'll work hand-in-hand with our Chief Trailblazer to turn big ideas into marketing magic across the integrated marketing mix – from strategy & campaign development to content creation & analysis.

## Core Duties and Responsibilities

- + This role's primary function is to create unique and compelling social media content for our channels.
- + Execute marketing campaigns that expand awareness and sales using industry best practices.
- + Develop a variety of internal and external content, including email, digital media, organic social, videography, photography, and web copy – ensuring cohesiveness and brand alignment across tactics.
- + Support the development and execution of special events.
- + Work collaboratively with our crew on cross-departmental projects.
- + Communicate and negotiate with partners as needed.

## The Right Person for the Job

- + Has an Associate's or Bachelor's Degree (preferred) in marketing, advertising, communications, journalism, or a related field or equivalent experience.
- + Is a passionate and enthusiastic communicator with the written word & grammar chops to match.
- + Pumped about crafting a brand voice that's cool & accessible but still puts off high-end vibes.
- + Has a collaborative spirit but also gets amped about designing and running campaigns independently.
- + Is an avid content creator from copywriting, graphic design, video development, and editing)
- + Knows how to get the most from production tools such as Microsoft Office and Adobe Creative Suite.
- + Has a knack for social media, a pulse on trends, and know-how for tactics that drive sales.
- + Appreciates the value of earned media in the marketing mix with press relationships and experience.

## Pay & Benefits Summary

- + \$17-34/hour [offer based on expertise]
- + 401(k) and retirement benefits are available after one year of employment.
- + After onboarding, you'll have the opportunity to work three days in-office and two remotely/week.
- + Health benefits, supplemental insurance, PTO/vacation package & product perks

## Legal Disclaimer

Iron Smoke Whiskey LLC is an equal-opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Iron Smoke Whiskey LLC makes hiring decisions based solely on qualifications, merit, and business needs at the time. ###