



COMMUNITY MANAGER

JOB DESCRIPTION

What is Ohza?

Ohza is a premium “champagne cocktail” company. We use quality ingredients like you would yourself, but made them lighter, less sugary and ready-to-drink. Whether hitting the beach, tailgate, or après ski, mimosas are now not just for brunch.

We’re also redefining what you expect from a ready-to-drink beverage: Ohza has a calorie count similar to a hard seltzer, but the bold flavor of a serious cocktail - all while containing no added sugar, nothing artificial, no preservatives, and an extremely clean nutrition label.

Our products use premium sparkling wine and real juice. In fact, almost one third of every can is filled with juice, providing rich, authentic flavor. Ohza has been featured in Forbes, Delish, and other publications highlighting its flavor and packaging. To learn more, please visit ohzamimosas.com

Where it Began

It all started when four friends attempted to mix some mimosas on a tippy boat off Cape Cod. The result? A mess and an idea.

With a successful launch in 2019 and rapid growth in 2020, Ohza has become one of the fastest-growing RTD cocktail companies in the US.

Position Description - Community Manager

At Ohza, the priority of the Community Manager is to build a strong bond with all of our customers. This person will act as the face and voice of our brand in almost all facets of our outward communications, so it is crucial to be outgoing and extremely personable! The ideal candidate thrives in a fast-paced environment, has strong attention to detail, and is ready to be a team player. Preferably the person will live in the Boston, MA area, but location is flexible for the right candidate.

As Community Manager you are responsible for executing our demo program, managing all customer inquiries and executing omnichannel marketing strategies. You will be accountable for managing budgets for various programs as well as analyze and report on key metrics and deliverables. Inherent in this position is near perfect time management and organization, as you will be liaising with customers, wholesalers, retailers, brand ambassadors, and our internal teams while tackling multiple projects at a time.

As a rapidly growing startup you will be required to work hard, wear many hats, and always maintain a positive attitude!

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Primary Responsibilities

- Manage and execute our in-store demo program across the US by coordinating with our retail accounts, distributor managers, and brand ambassadors
- Own all facets of our digital customer service including email, SMS, social media messages, and live chat
- Assist in the execution of our digital marketing strategy by working with the Marketing Team on our internal email and SMS marketing campaigns
- Develop, execute and manage the budget for several large scale events throughout the year related to new product launches, new markets, and other internal initiatives
- Assist in the management of our influencer seeding program
- Monitor, track, and report on feedback and online reviews as well as marketing metrics
- Tackle various ad-hoc projects from the CEO, Marketing and Sales Teams
- Represent Ohza by attending tastings and events twice per month

Qualifications

- A passion for mimosas and all things beverage!
- 1-4 years in a community role or similar experience in marketing, sales, or event planning
- Well-versed in analyzing data from multiple channels, reporting on it, and suggesting changes
- An ability to thrive in an entrepreneurial environment with a willingness to roll-up your sleeves
- Strong intuition on omnichannel marketing strategies and knowledge of best practices
- Excellent communication skills and very personable
- Extremely organized with strong attention to detail and time management
- Proficiency with Excel, Google Suite, Klaviyo, all social media platforms; Hubspot a plus
- Working knowledge of Adobe Illustrator and Photoshop
- Knowledge of the CPG space, preferably beverage, is preferable
- Ability to work occasional weekend and evening events as needed
- Valid driver's license and 21+

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Compensation

- Competitive base salary and bonus
- Expense and mileage reimbursement
- Free product!

How to Apply

If interested, please email Ryan Ayotte at ryan@ssbevs.com with a resume and a short paragraph on why you are interested in the position.

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