

Communications, Marketing & Visitor Experience

Company Overview

Kinnegar Brewing is one of Ireland's established independent breweries. We make a range of high quality beers at our facilities in Letterkenny and Rathmullan, County Donegal. The brewery is a small but exciting and challenging enterprise in Ireland's flourishing food and drink economy.

Donegal is an area of unparalleled beauty and diversity in Ireland's north west. The landscape and environment in which our story has unfolded offers a superb lifestyle for those who enjoy the outdoors and appreciate the absence of traffic, crowds and the everyday stresses of urban existence.

The Job

You will be active at the customer coalface, interacting with the outside world through our marketing and communications, our new webshop and our planned taproom.

For the right individual this position offers a rare opportunity to genuinely contribute to Kinnegar's growth and development in an exciting and meaningful way. The beer world is unquestionably hard-working and demanding but, equally, it's a vibrant, exciting and intriguing area of activity, full of character and with enormous potential for a fulfilling career.

Your Responsibilities

Your role will include day-to-day communications with our trade customers and consumers as well as interaction on digital platforms with our online community, our partners and the press.

You will help shape our marketing strategy and ensure that it is successfully delivered in multiple contexts.

You will be responsible for driving and fulfilling the business on our new webshop, as well as handling the all-important merch section of our taproom.

As we move ever closer to opening our own on-site taproom, you will contribute strongly to its development, management, and events schedule. You will conduct some of our highly popular brewery tours.

You will undertake a variety of additional duties dependent upon your skill set.

Job Requirements

Kinnegar seeks a creative and self-motivated employee who is keenly interested in beer. You will have experience in dealing with trade customers and consumers in a relevant context.

You will enjoy working with other members of staff in a challenging environment where self-motivation, enthusiasm, energy and common sense are highly-prized qualities.

You will share Kinnegar's core philosophy and naturally embody our ethos. You will have an innate ability to communicate our character and you will enrich it over time.

Your verbal and written communication will be excellent. You will integrate comfortably with the Kinnegar team and, while you will enjoy collaborative projects, you will have the confidence and motivation to work independently.

You will be both creative and methodical in your approach to trouble shooting and problem solving. You will demonstrate an excellent level of attention to detail and a genuine interest in creating and promoting a finely-crafted, quality food product.

You will have a full driver's license and be a confident driver. You will have a suitable level of physical fitness and ability for undertaking the tasks required.

You will be based full-time on site in Donegal but will be prepared to travel for events.

Hours of Work

This is a full-time position. You will normally work within standard business hours but will be flexible enough to undertake activities outside these hours as our industry dictates.

While we expect a certain level of flexibility in work schedules, in return we offer as much flexibility as is practical.

Experience

Prior experience in the brewing industry is not required but it is advantageous. You must be able to demonstrate that you have the necessary personality, creativity and ability to succeed in the position. A passionate desire to work for Kinnegar is an imperative.

Salary

We will offer an industry-standard remuneration package based on your experience and skill level.

How to Apply

Please send us your CV and a short letter or email of application. We will shortlist candidates and arrange interviews at the brewery where you will have the opportunity to learn more about the working environment and the job requirements.

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