

BigFish Spirits

Marketing Manager, Events and Business Development

Lincolnwood, IL / Chicago, IL

BigFish Spirits is a rapidly growing and mission driven retail startup that connects customers with hard to find craft spirits, shipped directly to their door. By focusing on the small business distillers across the United States, we are helping customers find the best and most exciting spirits. We are taking a revolutionary, technology-first and legally compliant approach to an industry that is ready for change. We are making it easy for fans of spirits to go beyond the typical and drink better whiskeys, rums, vodkas and more.

BigFish was started in 2016 by COO Michael Weiss. The company is self-funded and with minimal outside strategic investment.

The Role

We're looking for a strategically minded marketer who loves running events, building a brand, and driving change. You'll be expected to solve big problems and small, collaborate with all levels of the organization, create customer leads through events, and communicate a brand message through your on-site programs. Sometimes you'll roll up your sleeves and be in the field, meeting customers and running events. Other times you'll be processing the data we collect on-site to follow up and drive sales.

Reporting to the Vice President of Strategy, this role is based in Lincolnwood, IL through November 1st and in River North Chicago afterwards.

Travel: Up to 20% primarily in-state.

Responsibilities

- You'll be measured and evaluated on your ability to build our brand through various experiential channels and the ability to turn those experiences into actionable data.
- Develop the strategic-, tactical- and task-level plans for event execution throughout the state of Illinois and to new markets as we expand.
- Develop new markets through our "try everything and see what works" method. That means on-site events, sponsorships, relationships, give-a-ways, raffles, birthday parties, street festivals, gift baskets... be creative!
- Provide project management and logistics support to events.
- Leverage the overall direction of the BigFish brand to expand the market, build leads and make meaningful connections with customers.
- Ensure that an event's technology, printed materials, pouring and other deliverables are ready for customer-facing presentation.
- Ensure that all legal documents, waivers, and other means of compliance are updated, and the business is protected.

- Manage a series of vendors for labor, print, production and more. Ensure that these vendors remain accountable to agreements and are always productive for the business.
- Partner with your fellow marketers for event announcements, creative development, data processing, list management and tactical promotions and brand building.
- Expect to “wear many hats” during your time here. Growing the business is our job and that comes in a lot of different forms. You may be asked to stretch your responsibilities to cover direct mail, strategic sourcing, executive support and more.

Compensation & Benefits

- Competitive salary, commensurate with experience
- Flexibility and energy of a high performing startup culture
- New workspace in downtown Chicago - starting Fall 2019
- Medical, dental, vision benefit

Requirements

- Bachelor’s degree in Marketing, Business, STEM or another awesome major.
- 4+ years of work experience, with a background in Marketing or Sponsorship.
- You have experience managing a day-to-day vendor relationship.
- Experience developing programs to grow the B2C businesses.
- You’re a problem-solver.
- You love what you do.
- You’re a good person. You are ethical, trustworthy, fun to be around, and respectful to your team.

Bonus Points

- Experience with a marketing automation system (Marketo, Hubspot, etc.)
- You have managed people directly
- MBA from a top tier university
- Experience in the wine, beer, spirits industries or another highly regulated industry.

To apply, please send a copy of your resume and a cover letter to careers@bfspirits.com.

BigFish is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, pregnancy status, marital status, military or protected veteran status, genetics, or any other characteristic protected by law. This position is not restricted solely to the responsibilities or qualifications listed above and the scope and responsibilities are subject to change. Benefits list is only a highlight of some of the benefits offered to team members; eligibility for certain benefits apply.

At this time, BigFish is unable to sponsor a new applicant for employment authorization.