

BigFish Spirits

Merchandising and Promotions Coordinator – Ecommerce

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

The Role

We're looking for a data-driven digital merchandiser who loves working in promotions, online retail, and building relationships with outside vendors. You'll be expected to become an expert in your categories, drive sales, collaborate with all levels of the organization, and develop promotional campaigns that can be tracked and improved upon. This role is able to switch between the B2C focus of merchandising and the B2B focus of working with our Distillery partners to help cross-promotional efforts. This is a new role in a start-up environment, we need all of your energy and excitement.

Reporting to the Vice President of Marketing, this role is based in Lincolnwood, IL to start and we are actively working on a move to the downtown Chicago area in Fall 2019, to be determined.

Travel: No regular travel.

Responsibilities

- You'll be measured and evaluated on your ability to identify category trends, build insights, and deliver on programs that drive sales.
- Manage internal relationships with the marketing team and external relationships with the Distillery partners.
- Run and track promotional efforts that support overall marketing campaigns and themes.
- Develop the merchandising efforts for the homepage, featured item campaigns, email channel, display banners, and more.

- Develop new markets through our “try everything and see what works” method. That means you can find new entry points and are on top of changes in the industry. You are inspired to take calculated risks to improve the business.
- Build the tactics and tools that will help grow the business.
- Use customer insights to develop new ways of reaching our customers.
- Partner with the Sales and Operations teams to ensure that new Distilleries are on-boarded, participate in our regular marketing efforts, and are responsive to new events in their local area.
- Ensure that events and grassroots marketing is supported through sample acquisition and Distillery information.
- Provide regular reporting and review for Distilleries.
- Be a consistent point of contact for Distilleries when they have questions or outreach for their marketing and new product efforts.
- 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 support event marketing, business analysis, new market analysis, and executive support.

Compensation & Benefits

- Salary \$40K – 60K, commensurate with experience.
- Flexibility and energy of a startup culture.
- New workspace in downtown Chicago - starting Fall 2019
- Medical, dental, vision benefits.

Requirements

- Bachelor’s degree in Business or another awesome major.
- 2+ years of experience, with a background in Merchandising, Marketing, Analysis, Consulting, or Agency
- You have experience managing a day-to-day vendor relationship.
- Experience developing and tracking projects or programs
- Intermediate Excel user, including with pivot tables.
- Outstanding organizational skills with the ability to balance multiple projects and priorities.
- Excellent written and oral communication skills.
- 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 working within a startup environment.
- Retail or wholesale planning experience.
- 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.