BRAND + CREATIVE DIRECTOR Reports to: Ownership, Joe Giammanco

Direct Reports: 1 Marketing Intern (assisting with social media, photography, and content development)

SALARY: $24/hr **Expected hours:** full time

START DATE: ASAP

In alignment with City Barrel's values, this position leads the creative direction and brand identity of all visual and strategic marketing initiatives.

The Brand + Creative Director is responsible for ensuring consistency in brand messaging, spearheading packaging design, developing marketing campaigns, and guiding overall brand storytelling, from food and beer to community engagement. They are also responsible for coordinating and implementing events that support the awareness and engagement objectives surrounding our Brewery and 2 restaurant concepts: Pizza (Waldo) Kitchen (East Crossroads). This includes facilitating communication between internal key stakeholders and external vendors, broadcasting City Barrel beer and food culture, managing a calendar of events, and adhering to Marketing objectives.

A primary strategic focus for this role is deepening relationships with existing customers through targeted text (SMS) marketing campaigns, as well as driving high-margin revenue and new bookings through location-specific Google Ads campaigns targeting Large Group Reservations, Private Events, and Catering services for both restaurant concepts.

The Brand + Creative Director acts as a dynamic, passionate customer service professional with a keen sense of proper guest relations, driving the image + culture, and extraordinary experiences of City Barrel.

This is a leadership role that combines high-level creative vision with practical execution, working closely with ownership, kitchen, bar, and marketing teams to elevate and evolve the customer experience across all platforms and touchpoints.

Position Requirements:

- Strong background in branding, creative direction, and design
- Proficiency in Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere)
- Experience creating branded content for digital platforms - Instagram (stories and reels), Facebook (posts and event creation) and email marketing (Mailchimp)
- Experience in Canva designing promotional materials
- Experience developing and executing customer retention strategies, including text message (SMS) marketing campaigns
- Demonstrated experience setting up, managing, and optimizing Google Ads (Search, Performance Max, Local campaigns) tailored to restaurant/hospitality marketing
- General knowledge of digital lead generation tactics for private events, large party bookings, and off-site/on-site catering services
- Experience in packaging design, product launches, and campaign development
- Knowledge of social and digital media platforms
- Demonstrated ability or readiness to mentor, direct, and manage junior talent/interns
- Excellent storytelling, design, and copywriting skills
- Excellent organizational, prioritization and time management skills
- Photography and video production experience preferred
- Highly collaborative, strategic thinker
- Familiarity with beer, food, and hospitality industries
- Ability to work late nights, weekends, and holidays as needed to support restaurant/marketing events.

POSITION DELIVERABLES: The Brand + Creative Director owns the full expression of the City Barrel brand—from in-house visuals to cans on shelves. This includes leading brand vision, executing design projects, managing direct marketing channels, and supporting the development of new products and events through creative marketing. Given the ever-increasing role of digital communications, the Brand + Creative Director will drive the creative process for all content and campaigns while leading and guiding our marketing intern.

BRAND + DESIGN:

- Create and evolve brand identity systems for City Barrel Pizza + Patio, City Barrel Brewery + Kitchen, and associated beer products.
- Design all visual brand assets, including:
    - Packaging (beer cans, labels, boxes)
    - Menus (food, drink, specials)
    - Tap handles/stickers, merchandise, and POS materials
    - Posters, flyers, yard signs, and digital graphics, table tents, menus, brochures, graphics
- Create all ROCKBOT marketing television slides and update weekly for both restaurant locations.
- Maintain and enforce brand consistency across platforms for all City Barrel brands.
- Develop and manage style guides and design templates for all brands.

CREATIVE STRATEGY + CAMPAIGNS:

- Lead creative campaigns for seasonal beer releases, food launches, and events across all City Barrel brands.
- Spearhead retention-focused marketing strategies to re-engage existing customers, boost visit frequency, and drive loyalty across both restaurant concepts and the brewery.
- Collaborate on product planning to align creative with upcoming releases for both food and beer.
- Develop big-picture ideas and execute campaigns across:
    - Text / SMS Marketing (building subscriber lists, crafting copy/offers, and automating flows)
    - Google Ads (targeted search campaigns, local intent, lead generation, and retargeting)
    - Social Media (Instagram, Facebook)
    - Email Marketing (Mailchimp)
    - Website (Wix platform)
    - In-venue promotions
- Plan and implement promotional strategies (happy hours, ticketed events, releases, and more) for all brands.

GOOGLE ADS & LEAD GENERATION (LARGE GROUPS & CATERING):

- **Location-Specific Google Ads Strategy:**
    - Build, manage, and optimize targeted Google Ads campaigns tailored to each distinct location: **City Barrel Brewery + Kitchen (Downtown / East Crossroads)** and **City Barrel Pizza + Patio (Waldo)**.
    - Implement localized geo-targeting, keyword strategies, and negative keyword lists to capture high-intent local dining and event queries.
- **Large Group Reservations & Private Dining:**
    - Create and manage search and local campaigns targeting corporate happy hours, rehearsal dinners, watch parties, holiday celebrations, and large party space rentals.
    - Highlight private and semi-private dining options, unique brewery/patio spaces, and custom group food and beverage packages.
- **Catering Services Promotion:**
    - Drive qualified catering leads through dedicated Google Ads campaigns promoting office lunches, party packages, pizza catering, and full-service event beer/food offerings.
    - Target key corporate decision-makers, event planners, and local party hosts within delivery and service radiuses.
- **Landing Page & Conversion Tracking Oversight:**
    - Ensure Google Ads traffic routes to dedicated, high-converting landing pages or lead capture forms on Wix.

    - Oversee conversion tracking (form submissions, click-to-call, event inquiries) to track cost-per-lead (CPL) and lead quality.
    - Collaborate with restaurant and event management to align digital ad pace with booking availability and seasonal demand.

PHOTOGRAPHY + VIDEO:

- Oversee all brand photo and video assets for City Barrel Brewing, City Barrel Pizza + Patio, and City Barrel Brewery + Kitchen.
- Capture and edit photo/video content for use in digital and in-house marketing for all brands (including visual assets for private dining spaces, event setups, and catering presentations).
- Direct and mentor the Marketing Intern during photo and video shoots to ensure assets align with brand guidelines.
- Maintain a visual archive of food, beer, team, and venue content for all locations.

MARKETING + COMMUNICATIONS:

- Build, launch, and manage an active text (SMS) marketing campaign strategy focused on existing customer engagement, VIP perks, and flash announcements.
- Supervise and coordinate with the Marketing Intern to plan, write, and schedule social posts for all City Barrel brands.
- Create all social media posts/assets for City Barrel Brewing, City Barrel Pizza + Patio, and City Barrel Brewery + Kitchen (delegating asset creation and scheduling to intern where appropriate).
- You are the voice for the organization. You are responsible for letting customers know what is new, fun, and important and for identifying/creating/providing a reason to come to City Barrel.
    - **City Barrel Pizza + Patio:** Design / Social / Email / SMS / Google Ads / Communications / Website
    - **City Barrel Downtown (Brewery + Kitchen):** Design / Social / Email / SMS / Google Ads / Website / Communications
- Act as the brand representative by monitoring digital channels and engaging with followers through comments and direct messages for all City Barrel brands.
    - Actively follow and re-post for City Barrel on social media. Encourage engagement.
- Respond to customer comments and messages on social media/digital mediums within a 24 hour timeframe or shorter time period.
- Post events, beers, food, specials, drink, community, on various sites for all brands.
- Compile positive + negative customer comments for Management.
    - Present this compiled information at Management meetings.
- Meet weekly with restaurant management (for both City Barrel Pizza + Patio and City Barrel Brewery + Kitchen) to foster opportunities and priorities and create a social media calendar based on the needs of the restaurant and neighborhood.

- Write compelling brand copy for products, packaging, campaigns, text blasts, ad headlines, and signage across all brands.
- Act as the brand voice across customer communications for all brands.
- Oversee weekly email newsletters for distributors (beer) and both restaurant locations.
- Create press kits, brand decks, and launch materials for new beer releases, restaurant offerings, and catering services.

SPECIFIC DUTIES FOR THE BEER BRAND (CITY BARREL BREWING):

- **New Beer Concept & Naming:**
    - Collaborate directly with the Ownership on the conceptualization of new beer releases, including brainstorming creative names that align with brand voice and flavor profiles.
    - Develop unique visual themes and narratives for each new beer, translating sensory experiences into compelling visual language.
- **Packaging Design & Production Oversight:**
    - **Lead the end-to-end design process for all beer packaging:**
        - Individual can/bottle labels (primary art, ingredient lists, ABV, legal text placement).
        - Six-pack holders, four-pack wraps, and case carton designs.
        - Specialty packaging for limited releases or collaborations (e.g., bombers, gift sets).
    - **Manage external print vendors:**
        - Source and evaluate print partners for labels and packaging materials.
        - Oversee print proofs, color matching, and quality control to ensure designs are accurately reproduced.
        - Ensure all packaging adheres to TTB (Alcohol and Tobacco Tax and Trade Bureau) regulations and state-specific labeling requirements.
- **Beer Launch Campaigns & Marketing Assets:**
    - **Develop comprehensive creative launch plans for each new beer:** This includes a visual strategy, key messaging, and a rollout timeline across all platforms.
    - **Produce all digital marketing assets for beer releases:**
        - Social media graphics (teaser posts, launch announcements, "available now" visuals).
        - Animated graphics or short videos showcasing new beers.
        - Website banners and product pages for the online store.
        - Email marketing templates and text/SMS announcements specific to new beer announcements.
    - **Create physical marketing materials for retail & taproom:**
        - Point-of-sale (POS) displays for liquor stores (e.g., shelf talkers, posters, wobblers).
        - Tap handle designs and illustrations for new beers.

        - Printed tasting notes and flyers for taproom distribution.
- **Sales & Distribution Support Materials:**
    - **Design and update sales sheets/sell sheets:** Provide distributors and sales teams with visually appealing, informative documents for each beer, highlighting key selling points, tasting notes, and package formats.
    - **Develop brand decks for distributor presentations:** Create professional presentations that communicate the City Barrel beer brand story, mission, and portfolio to potential and existing distribution partners.
    - **Provide high-resolution beer imagery:** Ensure a comprehensive library of professional photos for all beer products (cans, pours) is available for sales teams and media.
- **Brewery Brand Identity & Storytelling:**
    - **Maintain and evolve the core visual identity of City Barrel Brewing:** This includes logo usage, color palettes, typography, and overall brand aesthetic that defines the *brewery* itself.
    - **Craft and refine the narrative of City Barrel Brewing:** Tell the story of the brewery's origins, brewing philosophy, ingredient sourcing, and commitment to quality or innovation.
    - **Develop creative concepts for brewery merchandise:** Design beer-specific apparel, glassware, coasters, stickers, and other branded merchandise that reflects the brewery's identity.
- **Taproom Experience (Beer-Focused Elements):**
    - **Design and manage digital and physical tap lists:** Ensure they are visually appealing, easy to read, and consistently updated with current beer offerings.
    - **Create signage and displays for beer-related events:** (e.g., beer release parties, special tappings, collaboration announcements within the taproom).
    - **Develop visuals for beer flight menus and descriptions.**
- **Content Creation & Management (Beer Specific):**
    - **Oversee photography and videography specific to beer production:** Capture compelling visuals of the brewing process, ingredients, and the brewing team in action.
    - **Curate and maintain a comprehensive visual asset library** specifically for City Barrel Brewing beer products and brewing operations.
- **Industry Engagement & Promotion:**
    - Develop creative for beer festival presence (e.g., booth design, signage).
    - Collaborate on press releases and media kits specific to new beer launches or brewery achievements.
    - Monitor design trends within the craft beer industry to ensure City Barrel remains innovative and competitive.

COLLABORATION + LEADERSHIP:

- Report directly to the ownership team.

- Directly manage, mentor, and guide 1 Marketing Intern, overseeing their daily tasks, social scheduling, photo/video capture, and content creation workflow.
- Work closely with Chef, FOH Manager, Event/Catering teams, and brewing team on product storytelling for all brands.
- Align brand initiatives with business goals, sales cycles, catering opportunities, and seasonal trends for all brands.
- Present ideas and creative strategies at regular team meetings.

ANALYSIS + EVOLUTION:

- Track performance of marketing campaigns, text (SMS) engagement, and design assets across all brands.
- Monitor and report on Google Ads metrics including impressions, CTR, cost-per-click (CPC), conversion rate, and cost-per-lead (CPL) for Large Group Reservations and Catering services.
- Monitor brand engagement and customer feedback for all brands.
- Analyze customer retention and re-engagement metrics to evaluate campaign ROI.
- Stay informed on industry trends, emerging tools, and local competition (both brewery and restaurant).
- Continually evolve the brand to stay fresh, exciting, and aligned with the audience.

RESOURCES:

- RESOURCES
- City Barrel Social Planner - Document + plan out posts for social + email.
- CB Brand/Marketing Tracker - Task tracker that is shared with CB team
- CB Product Development for Marketing - Centralized location for Kitchen, FOH + others to record new items
- CB PIZZA CUSTOMER MATRIX - Who do we focus on for PIZZA
    - PIZZA - Who do we serve? CUSTOMER SEGMENTATION PRESENTATION.pdf
- CB DOWTOWN CUSTOMER MATRIX -Who do we focus on for XRDS
    - DOWNTOWN - Who do we serve? CUSTOMER SEGMENTATION PRESENTATION.pdf
- 2025 DISTRO Brand Planning (WORKING DOC) - What beers are coming out in 2025

Sales & Promotion Management (for both restaurant locations and beer sales):

- Track daily/weekly sales data to identify trends.
- Plan and execute promotional campaigns (happy hour specials, lunch deals, beer releases).
- Create eye-catching in-restaurant promotional materials.
- Coordinate loyalty programs, SMS/text campaigns, Google Ads, and email marketing campaigns to drive existing customer retention and repeat visits.

- Monitor inbound lead flow and campaign ROI for private parties, large group dining, and catering inquiries.

On-Site Responsibilities (for both restaurant locations and brewery):

- Attend management meetings.
- Interact with customers to gather feedback.
- Coordinate + shoot with staff and the Marketing Intern for photography/video sessions.
- Monitor competitor activities in the local area.

Partnership & Community (for all brands):

- Manage local partnerships and sponsorships via digital channels.

Be available by phone/email outside these hours for:

- Urgent social media responses
- Crisis management if needed
- Quick approval of time-sensitive content
- Emergency updates to promotion

JOB DESCRIPTION UNDERSTANDING STATEMENT I have read and fully understand the job description for the position of **BRAND + CREATIVE DIRECTOR.** I acknowledge that the duties and responsibilities outlined in this document are an accurate representation of the essential functions of this position. I further understand that this job description is not intended to be an all-inclusive list of tasks and that I may be required to perform additional duties as assigned by my supervisor or management. I am willing and able to perform the essential functions of this position, with or without reasonable accommodation. By signing below, I signify my agreement and compliance with the terms and expectations outlined in this job description.