



Larkin's Brewing Co. Marketing Role

- Social media for our four business lines:
 - o Larkin's Brewing Co
 - o Irish Contract Brewing
 - o Brewery Sessions
 - o Home bars
- Developing point of sale strategy for retail and for pubs
- Sponsoring events
- Tracking beer events in Ireland and abroad that we should be present at
- Merchandise – developing new lines of merchandise – clothing, beer related merch etc and adjusting website to allow for on-line purchases
- Retail tastings – making sure that we are doing regular tastings in key retail locations to help promote the brand
- Develop strategies for non-price based promotions. Simply reducing price to increase sales does not communicate the right message to the market
- Setting up brewery tours and communicating this to Wicklow tourism, hotels, any other relevant parties
- Updating websites
- We are currently exporting to Northern Ireland, The Netherlands, and France. The role will involve coming up with strategies to promote the brand in those markets as well as developing new export markets.

It is essential that the candidates have a driving licence and transport.

Please send your CV to cillian@larkinsbrewing.com