



**Position:** Media Manager

**Department:** Marketing

**Reports To:** Director of Marketing

**Job Description:**

- Direct the strategy and day-to-day execution of all working paid media (traditional video, OOH, social, digital, local media, etc.) and non-working media fees for brewery funded and local wholesaler (co-op, expansion) funded plans.

**Key Cross Functional Partners/External Partners include but not limited to**

- Director of Marketing
- Social Media Coordinator
- Communications Manager
- Director of Sales Strategy
- Regional Sales Directors/Zone Managers
- Field Sales/Field Marketing
- Business Development
- Yuengling Agencies: Media, Social, Creative
- Wholesaler Brand Managers and Principals

**Essential Functions/Role Responsibilities:**

- Direct ongoing media strategy and ensure its alignment with business strategy.
- Develop and execute annual brand media plans to generate exposure, build brand affinity, drive purchase decisions and recruit new drinker groups.
- Create, manage and track the working and non-working media budget, tracking financial performance of each spend subcategory and defining budgetary impact including actuals to budget and savings/overages, while regularly measuring ROI to evaluate media spends.
- Assess current and future business needs, remain up-to-date with the marketing and media environments through relationships with agencies and market experts.
- Identify continuous improvements and maintain an understanding of latest buying techniques, tools, best practices, trends, relevant media regulations (beer industry, etc.), and market competitive information.

- Act as a liaison between Yuengling, our external agencies and key wholesaler partners.
  - Work with Director of Marketing/Marketing team to ensure delivery of brand content and any added value content is aligned with brand standards.
  - Lead digital/social advertising planning and stewardship in close collaboration with the Yuengling social media coordinator and social media agency.
  - Collaboratively plan with, interact and provide status to key stakeholder groups (DGY sales, wholesaler partners, etc.).
  - Present media plans to key internal and external stakeholders
  - Provide budget reports to key stakeholder groups (DGY sales, wholesaler partners, etc.).
  - Ensure compliance and appropriate audit trails in media buying processes for internal tracking and performance management purposes.
- Support field sales in the negotiation of local sponsorship opportunities. Assess Yuengling current/future sponsorship value and develop sponsorship strategy and best practices.

### **Performance Monitoring/Assessment/Adjustment**

- Lead ongoing analysis of spend (ROI, SOV, etc.) and industry dynamics to optimize media spend (working and non-working).
- Assess Yuengling media plan gaps/opportunities with category competitors and provide recommendations on how to address.
- Analyze/monitor media campaign delivery and work to optimize media mix based on performance and cost.
- Oversee existing brand health tracker, making plan recommendations based on insights.
- Develop marketing mix modeling capabilities, and additional KPIs and tools to measure effectiveness.
- Assess media cost relative to competitive benchmarks.

### **Key Skills/Competencies**

#### **Business Acumen**

- A strong media foundation in either a consumer packaged goods or business to consumer brands is required.
- Must have a thorough knowledge and understanding of both national/network and spot/local media strategies and tactics, including television, interactive, OLV, social, OOH, radio, and print planning & buying.
- Experience working with media vendors/agencies (e.g. advertising agencies, PR agencies, bloggers, digital advertising agencies).
- Experience in developing and refining advertising performance dashboards.
- Functional marketing knowledge in brand building tactics including traditional, social, PR, sponsorship, influencers, event activation, retail marketing

amplification, and digital across all media types (paid, non-working, owned & shared media).

- Strong financial acumen to manage budgets and track expenses.
- Experience with Google Analytics, Facebook, Twitter, Instagram, Googleadwords
- Proficiency in MS Excel, MS PowerPoint, and ability to learn new systems (social tools).

### **Leadership Behaviors**

- Passion to win and compete as an under-dog against larger, global competitors.
- Strategic thinker with strong analytical skills.
- Excels in working effectively in a fast-paced, ever-changing environment.
- Sets goals, determines priorities, plan, organize, and follow through on assigned responsibilities.
- Superior project management skills and ability to drive projects to completion in a timely manner.
- Proven ability to multi-task with little direct supervision, ability to work independently as well as collaboratively as a member of a team.
- Team player with a positive attitude; collegial – good at supporting teams.
- Builds relationships based on credibility & trust.
- Provides expertise, collaborating with internal and external stakeholders and influence toward a common objective to drive business value.
- Ability to manage multiple stakeholders (internal/external) and develop strong partnerships with agency partners that support various marketing needs.
- Strong oral and written communication skills and presentation capabilities.

### **Education and Work Experience Required:**

- Bachelor's degree, preferred in marketing, communications or business.
- 5-7 years' experience in media planning or buying in an agency or brand marketer environment, including significant experience working on social/digital media strategies, OLV, social video, programmatic.
- Experience managing significant annual media budgets.

### **Travel as needed**

- Up to 20% of time to meet with key wholesaler brand management teams, agency partners, key events, and business opportunities.

***Interest applicants should send their resume and salary requirements to [jobs@yuengling.com](mailto:jobs@yuengling.com)***