



WEST BERKSHIRE EST. 1995 BREWERY

Communications Manager

West Berkshire Brewery Background

The West Berkshire Brewery (WBB) was founded in 1995 as one of the first in the new wave of micro-breweries. The Company started life as a family run business founded by David and Helen Maggs.

In 2013 David Bruce, an industry veteran and founder of Firkin Pubs, joined the company as Executive Chairman, appointed a new Board and the Company embarked upon an ambitious and multi-faceted business plan.

By the summer of 2018, the Company has raised over £9m in capital, raised under the Enterprise Investment Scheme, and has used this equity to pursue its strategic goals of building a brand-new brewery complete with a dual canning and bottling facility; strengthening its Sales and Marketing teams and purchased a leasehold urban pub.

The Company is continuing to raise funds to establish sister freehold pub companies to add profitability and profile to the brands.

This is a period of fast and transformational change for the Company as WBB establishes a new outsourced packaging business; moves into its new site and completes the installation of one of the pre-eminent micro-breweries in the UK; continues to grow beer sales at home and abroad; and looks to quickly build a pub estate.

The Company has defined its sales and marketing strategy and is looking to recruit a new marketing team member to implement this strategy and help drive growth.

This is an exciting phase of the Company's development and to help build and establish processes and controls that will lead to enhanced scalability, the Company is looking to recruit a Communications Manager to support the Marketing Manager.

You will be joining an entrepreneurial team who are passionate about their business and about their products and work hard for one another.

Location: Predominantly office based at the brewery (The Old Dairy, Frilsham Home Farm, Yattendon, RG18 0XT) with time away from the office as required to meet the demands of the role.

Reports to: Marketing Manager



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Contract: Full Time Mon – Fri, 8 - 5pm including lunch and flexibility required to fulfil role demands and support wider WBB team.

Purpose of role: To support the Manager by taking ownership of the Communications function for WBB and assisting with communications for Maverick Pubs and associate companies. Manage all internal and external communications for the company and effectively run the social media channels. Promote the company brand, values and products to the widest audience possible and develop brand awareness growth through effective targeting, impactful campaigns and marketing activities.

Key Role activities / responsibilities

Effectively communicate the WBB message, both internally and externally.

Manage all social media and blog content for the company, including communicating wider messages.

Co-ordinate weekly email campaigns to different consumer groups.

Analysis of social media and website effectiveness to report to the Marketing Manager.

Work with agencies to develop the paid for social media and digital plan.

Manage the communications plan for WBB to include key dates and topics of interest.

Support Marketing Manager when working with PR agencies, to develop a media plan.

Ensure activations are positive for the brand and deliver a return on investment.

You will have:

- 2-5 years industry experience, preferably within FMCG.
- Excellent written skills with the ability to create exciting and relevant content
- Good commercial awareness.
- Excellent communication skills and the ability to work across multiple teams.
- Creative ability and high attention to detail.
- Ability to work under pressure and to tight deadlines on a daily basis.
- Ability to analyse and interpret data.



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- Experience of email marketing platforms i.e. Mailchimp and managing website content on WordPress
- Experience of social media advertising
- Committed to providing excellent customer service.
- Good IT skills.
- Clear passion and a positive attitude.

Salary and benefits

- Training and development, supporting your career pathway.
- Competitive salary
- A great place to come to work every day, a beautiful brewery in the Berkshire countryside.