



### **Starr Hill Brewery at the Dairy Market**

Seeking a General Manager to manage both of its Charlottesville-area tap rooms, located in the Dairy Market in Downtown Charlottesville and in the main production facility in Crozet. The GM will be responsible for all promotional, marketing, and operational performance of the tap rooms with the goal of maximizing customer experience and financial performance. This position reports to Starr Hill's Director of Retail Operations with monthly reporting to the Finance Department.

#### **Operations:**

- Manage all aspects of daily operations, including staffing, cleaning standards, organization, and internal/external communication.
- Recruit, train, and manage tap room employees with high standards of customer service and competency.
- Maintain all weekly beer and merchandise inventories and internal orders.
- Coordinate and manage relationships with all food and entertainment partners.
- Design promotional strategies to increase sales and profitability.
- Maintain cleanliness and organization of all areas of operations, ensuring the highest quality of customer and staff experience.
- Comply with all company policies and procedures, ensuring that all activities are conducted within local, state and federal laws.

#### **Marketing/Programming:**

- Create and manage all aspects of customer programming to maximize traffic and dollar sales.
- Develop and execute all forms of traditional advertising as well as charitable engagement within established budget goals.
- Manage the generation of social media content and engagement for the local tap room handles across digital platforms.
- Work with the corporate marketing team to ensure cohesion with corporate brewery strategy (new brand releases, corporate marketing campaigns, etc.).
- Identify local sponsorship and special event opportunities.
- Coordinate with the pilot brewing team to ensure small-batch products are scheduled and utilized for promotional purposes.



- Manage and grow relationships with each location's Mug Club and ensure the best possible membership experience.

#### **Reporting to Senior Management:**

- Assist in the development of an annual budget.
- Participate in a monthly business review with the Finance department.
- Collaborate with other retail GMs to share ideas and content for best practices.
- Communicate customer feedback on Starr Hill brands and experiences to management.

#### **Qualifications:**

- At least 3-5 years of hospitality management experience.
- Positive attitude and high energy with excellent customer service.
- Strong personnel management skills.
- Deadline-focused with the ability to multi-task.
- Experience handling sensitive and confidential information.

#### **Compensation:**

- Competitive salary.
- Annual Performance Incentive Bonus.
- Excellent medical, dental and vision insurance.
- 401K with company matching.
- Additional disability and life insurance benefits.

**Interested candidates can apply by emailing their resume and [employment application](#) (see Word Document at the bottom of the link) to [resumes@starrhill.com](mailto:resumes@starrhill.com) with the subject line "Tap Room General Manager"**