



**Red Leg Brewing Company**  
2323 Garden of the Gods Road  
Colorado Springs, CO 80907

[redlegbrewing.com](http://redlegbrewing.com)

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Job Title: Red Leg Brewery Digital Media and Events Coordinator

Type: Full-Time Reports to: Taproom Manager, Culture & Events

The Digital Media and Events Coordinator at Red Leg Brewing Company will oversee the planning and execution of exceptional events at our brewery and manage our digital content to engage the community and promote Red Leg's mission. This position combines event planning expertise with digital marketing proficiency to create seamless experiences and grow Red Leg's brand identity both online and in-person.

## **JOB RESPONSIBILITIES**

### Event Coordination

- Plan, coordinate, and execute private and large events at Red Leg Brewing Company, ensuring seamless client experiences.
- Liaise with vendors, tenants, exhibitors, and stakeholders before, during, and after events.
- Manage event logistics, including setup, tear-down, and follow-up processes.
- Build and maintain relationships with community partners to enhance event success and reach.
- Create event schedules, floor plans, and compliance documentation.
- Book and coordinate musical acts and publicize events, ensuring clear communication on requirements.
- Collaborate with tenants and community partners to develop fundraising and other collaborative events.
- Monitor event budgets and complete settlement documents as necessary.
- Conduct site walkthroughs with clients and provide outstanding customer service throughout the planning process.

### Digital Media Management

- Develop and execute social media strategies aligned with Red Leg's brand goals.
- Create, schedule, and publish engaging content (photos, videos, graphics) across platforms such as Instagram, Facebook, Twitter, and TikTok.
- Maintain a consistent voice and visual style that aligns with Red Leg's branding.
- Monitor and respond to social media comments and messages professionally and promptly.
- Build and foster an active online community through engaging conversations and interactions.

### Analytics and Reporting

- Track and analyze social media metrics to measure engagement, reach, and campaign success.
- Provide regular reports with insights and recommendations for improvement.

### Collaboration

- Work closely with the marketing manager and marketing team to align digital and event strategies with overall company goals.
- Promote events, seasonal beer launches, and community partnerships through digital channels.

## **JOB REQUIREMENTS**

- Bachelor's degree in Event Management, Marketing, Communications, or a related field (preferred).
- Minimum of 3 years of experience in event coordination or a similar role.
- Proven experience in digital content creation and social media management.
- Proficiency in tools such as Microsoft Office, Canva, Adobe Creative Suite, and social media management tools
- Familiarity with the craft beer industry is a plus.

## **Knowledge, Skills, and Abilities**

- Strong background in event planning and execution.
- Expertise in managing digital media campaigns and engaging audiences online.
- Excellent organizational, time management, and multitasking skills.
- Exceptional communication and customer service abilities.
- Creative problem solver with a collaborative mindset.

## **WORK SCHEDULE & ENVIRONMENT**

- Flexible schedule required, including evenings, weekends, holidays, and extended work hours.
- Combination of office work with moderate noise levels and on-site event coordination, which may include louder environments.

## **COMPENSATION AND BENEFITS**

- Hourly Rate: \$22/hour, with a performance review after 90 days.
- Benefits for full-time employees include health insurance, paid time off, and eligibility for a 401(k) after one year.