



KENTUCKY DISTILLERS' ASSOCIATION

COMMUNICATIONS MANAGER

SERIOUS INQUIRIES ONLY

SUMMARY

The Kentucky Distillers' Association, a 141-year-old non-profit organization that unites, promotes, protects and elevates the Commonwealth's signature Bourbon and distilled spirits industry, is accepting applications for a Communications Manager.

Founded in 1880, the KDA is the voice for Bourbon and spirits issues.

Its diverse and growing membership of 52 distilling companies produce the overwhelming majority of the world's Bourbon, from legendary, global brands to emerging micro distilleries that are crafting the next generation of America's only native spirit.

This critical position will support the KDA in developing, leading and coordinating its internal and external communications needs and strategies. This position is based in Frankfort, the Capital city of Kentucky.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Work with KDA staff to craft a comprehensive and integrated communications strategy including earned, paid and social media for various audiences.
- Generate press releases and maintain media and opinion leader distribution channels.
- Prepare statements, remarks and message points for KDA staff and Members.
- Work with KDA staff to establish consistent communications with KDA Members and Partner Members, including development and distribution of Kentucky Bourbon Trail®, KDA and governmental affairs newsletters.
- Curate content and assist KDA Marketing Director on all Kentucky Bourbon Trail® and KDA social media platforms.
- Create presentations and communications for a wide variety of audiences, including public-facing organizations, trade associations, elected officials and key stakeholders.
- Build and coordinate a virtual community of consumers, visitors and advocates for Kentucky Bourbon grassroots initiatives.
- Assist the KDA governmental affairs team in developing talking points, key facts sheets, bill summaries, presentations and media messaging.
- Maintain and update content for the Kentucky Bourbon Trail® and KDA websites.
- Coordinate and facilitate appearances, speaking engagements and media interviews for KDA staff and Members as necessary.

- Assist with event communication and execution, as applicable, including the Kentucky Bourbon Hall of Fame and the Order of the Writ – Spirit of Kentucky Bourbon Society.
- Other duties as assigned.

The ideal candidate has excellent written and verbal communication abilities and is a self-starter, experienced in handling a wide range of duties with little or no supervision. The candidate must be able to craft effective messaging in support of the strategic goals of multiple KDA initiatives.

This person must be exceedingly well-organized with the ability to change gears quickly and manage multiple priorities simultaneously. This is a time-intensive job that requires strategic communications skills and a tireless work ethic to efficiently and effectively lead the KDA's internal and external communications to a growing Membership and new audiences.

This position also requires excellent judgment and discretion with confidential and sensitive information and a high level of professionalism. The candidate will adhere to fiduciary responsibilities and other budgetary matters, and will ensure that the Association obeys all ethical and legal requirements.

MUST HAVE:

- A four-year college degree in journalism, public relations or integrated communications.
- Excellent interpersonal, written and verbal communication skills.
- Strong social media management skills with knowledge of platform best practices (Facebook, Instagram, Twitter, etc.)
- Strong ability to collaborate across a diverse organization and drive a shared agenda that recognizes and supports different levels of needs.
- Ability to multi-task and manage a wide range of duties with little or no supervision.
- Exceptional organizational skills with specific attention to detail.
- Ability to follow through on communications in a timely manner and work effectively under tight deadlines.
- Positive attitude, high energy, self-motivated, and passion for Kentucky Bourbon.
- Strong computer skills, including experience in Google Workspace, Adobe Acrobat and Microsoft Office (Outlook, Word, PowerPoint, Excel and Publisher).

Some evening and weekend responsibilities required, particularly during legislative sessions and KDA hosted events, including some travel.

SALARY AND BENEFITS

- Salary commensurate with experience
- Benefits include medical, dental, vision and life insurance
- Annual merit bonus opportunity
- Retirement plan, including employee contribution and employer match
- Holiday and vacation pay, commensurate with experience
- Headquarters in Frankfort

MORE INFORMATION

Send a formal cover letter, detailed resume, references and salary expectations to eric@kybourbon.com with “KDA Communications Manager Search” in the subject line.

Applications that are submitted to other e-mail addresses, or that do not contain “KDA Communications Manager Search” in the subject line, will not be accepted.

Hard copies may be submitted to KDA Communication Manager Search, 100 Capital Avenue, Frankfort, Ky. 40601.

The Kentucky Distillers' Association is an Equal Opportunity Employer. Nothing in this posting or description should be construed as an offer or guarantee of employment.