



Taproom Manager

FULL-TIME CONTRACT POSITION - JOB DESCRIPTION

ABOUT KWEZA

Kweza Brewery is Rwanda's first and only craft brewery. We are women owned, women led and women brewed. We make world-class beer using native ingredients and sustainable processes - all while supporting the empowerment of women in Africa. Kweza means "harvest" and "purity" in Kinyarwanda. We believe this name fits with Kweza's mission to celebrate Rwanda's flora and ingredients through Kweza beer.

Kweza is an exciting stage of its growth. We have just opened a new facility with a 1000 Liter brewhouse, and we are selling wholesale beer and operating a taproom/ tasting room attached to the brewery, which provides brewery tours, beer tastings, scheduled events, private events, and off site event coordination.

SUMMARY

As Kweza launches its brand on a larger scale, the Taproom Manager is key to creating the brand experience. At the taproom, we curate the experience, hear from our clients firsthand, and develop events and audiences that further the mission and values of Kweza.

The taproom manager will be responsible for running the taproom and beer garden experience as well as events.

As part of a small start up team, the ideal candidate will be outward facing and engaging, able to both drive our brand and experience, but be willing to join the team behind the bar to pour drinks, clean beer lines, carry kegs, etc.

KEY RESPONSIBILITIES:

- Sales
 - Meeting and growing sales targets set in cooperation with senior management
- The taproom manager will be responsible for running the taproom and beer garden's overall vision through day to day management.
- Create and curate customer experience - the "feel" of Kweza aligned to company values and mission through:
 - Conduct brewery tours and beer tastings
 - High quality customer service
 - Ambiance
 - Events/ Activities



- Management/ Financial
 - Set and adhere to budgets
 - Provide management and sales reports
 - Sales point management
- HR
 - Hiring, training, and overseeing bartenders, servers, and event staff
 - Training servers and bartenders to talk about craft beer, answer questions, provide a top quality customer experience
 - Planning and managing shifts
 - Develop partnerships with suppliers, corporate clients, etc.
- Events
 - Creating events calendars and carrying out activities (e.g. trivia night, music, etc)
 - Planning and carrying out on and off site events
- Business Development
 - Develop partnerships with suppliers, corporate clients, etc.
 - Coordination with partner restaurant to create Kweza specific menus, ensure high quality customer and food service
- Plan and carryout marketing campaigns for taproom and events, including
 - Graphics creation
 - Social media posts and management
 - Website updates
 - Logistics
- Facilities management
 - Maintain location and equipment in good operational condition
 - Carry out and oversee taproom cleanliness including cleaning beer lines, etc.
 - Advise management on all necessary needs to run an efficient and reliable operation.
- Quality Control:
 - Refine/ carry out SOPs to meet day to day management needs, as well as regulatory requirements
 - Create and implement cleaning and maintenance SOPs and schedules.
 - Maintain brand quality standards, notify brew team of any product deviations
- Technical Expertise:
 - Run taproom equipment (training will be done) including dispensing units, CO2 gas, etc, troubleshoot, and work with operations team on technical issues that arise.
- Additional per interest:
 - Assist with wholesale sales, client management
 - Representing the brewery at events and meetings
 - Development of business opportunities

CONTRACT LENGTH and COMPENSATION



This is a one-year contract position, base salary and sales commission.

REQUIREMENTS

- English required
- Kinyarwanda preferred
- French and Swahili desired
- Minimum 4 years supervisory role in restaurant/ bar/ Hotel Front of House/ or tourism business
- Experience with content, graphics creation, and management of social media platforms
- Event promotion experience

APPLY

Send a CV and Cover Letter to cheers@kwezabrewery.com by 1 March, 2024.