



**JOB TITLE:** Vice President of Sales and Marketing  
**Location:** Ontario

**DEPARTMENT:** Sales/Marketing  
**Job Type:** Full-Time/Permanent

Centered in the heart of Muskoka, Muskoka Brewery is a caring and open-minded Ontario Craft Brewery that is recognized as a pioneer in the Ontario craft brewing industry and awarded as one of Canada's 10 Most Admired Corporate Cultures in 2016. Our grassroots culture is inspired by the natural wonder that is our backyard. We have resolve; work hard and are unwavering in our beliefs. The connection to each other and to this place that we share has made us strong and determined. We are passionate about our beer and we will make our mark. We are Muskoka Brewery!

**MUSKOKA BREWERY IS ACTIVELY SEEKING A CHARISMATIC LEADER FOR THE ROLE OF**  
**VICE PRESIDENT OF SALES AND MARKETING**

The Vice President of Sales and Marketing reports to the President and is a member of the Brewery's Senior Leadership Team. The VP will be responsible for providing authentic leadership and coaching of the Brewery with a focus on the sales and marketing teams. The ideal candidate will drive the Brewery's strategic objective through an unwavering passion for competition, team comradery and a true love for our brand, vision, values and great beer!

**Responsibilities**

- Lead and contribute to our brewery's Most Trusted & Iconic Brand mandate including strategic corporate positioning, market and competitive analysis, customer segment selection and penetration plans, key deliverables and related product positioning.
- Lead the sales and marketing teams through coaching and mentorship excellence, ensure effective tools and resources are provided, and facilitate effective growth targets in a manner that represents Muskoka Brewery's core values and culture.
- Develop and lead short term and long term sales and marketing plans including strategic brand positioning with a key focus on expanding market presence and facilitate strong brand awareness growth in all sales channels.
- Act as highly respected spokesperson for the brewery, the VP is a dedicated advocate of our brand, our values and our communities in all media and social opportunities.
- Be a role model for the company culture. Cultivate and contribute to Muskoka Brewery's unique creative and collaborative culture and environment.
- Review sales results to ensure established targets are being achieved in each region and takes corrective action where required in order to achieve projected targets.
- Responsible for ensuring the financial objectives are appropriately aligned to sales channels and organise the team complement in order to maximize coverage and increase market share in respective territories.

- Oversee marketing communications including branding, public relations, advertising, key events, and market research management and website design content either directly or on an outsourced basis.
- Manage external agency and corporate partner relationships and budgets.
- Analyze, evaluate, plan and execute on both existing and potential marketing activities and strategies. Develop benchmark criteria to measure the efficiency and effectiveness of marketing programs for demand creation and lead generation
- With the objective to lead the industry, research and analyze economic and marketing trends, buying habits, and the demographic characteristics of consumers, their tastes and preferences for our products and those of our competitors
- Work closely with the Director of Sales (Ontario), the Key Account Director and the VP of Business Development to prospect and establish strong partnerships that are aligned with our authentic culture and brand integrity.
- Enrich product management opportunities and align with the VP Operations for product development and lifecycle, product pricing, packaging innovation and quality.
- Oversee new product marketing including product launch management, sales training, presentations, sales tools, competitive analysis and general sales support.
- Work with the President and the other senior leadership team members to identify and develop overall strategy, key alliances, identify new export markets and close/grow major customer accounts.
- Align approvals and monitor the Company's sales and marketing budget to spend.

## Requirements

- Minimum 10 of years sales and marketing experience in comparable industries with at least 5 years in a senior management position.
- Successful completion of a University degree in a related field, Master's degree is preferred
- Exceptional track record of strategically developing and implementing marketing, sales and business development that have consistently met or exceeded planned objectives.
- Dedicated by-example leadership style inclusive of accountability, mentorship, development and coaching of both the Sales and Marketing teams.
- Well-versed in fiscal budgetary development and execution with a strong financial acumen.
- Highly skilled in developing external relationships to manage outsourced marketing activities (creative design, PR, website, etc.) and partnerships
- Substantial experience working with business and industry press media.
- Extremely effective public speaking skills and presence.
- Ability to work at the Brewery 1-2 days a week, and travel regularly across our regions to support initiatives and relationships (vehicle and air transportation, and border crossing required)

*Our ideal candidate has a passion for our brand, our culture, and lives an authentic style of leadership. If you are interested in joining our growing team, please forward your resume and cover letter to [hr@muskokabrewery.com](mailto:hr@muskokabrewery.com).*

Please note: only those short listed will be contacted.

Thank you for your interest.

***Muskoka Brewery is a proud be named as the first Canadian brewery to be a Living Wage Employer and recognized as one of Canada's 10 Most Admired Corporate Cultures of 2016 by Waterstone Human Capital.***

