



JOB TITLE: Director of Marketing
Location: Bracebridge, On.

DEPARTMENT: Marketing
Job Type: Full-Time/Permanent

Centered in the heart of Muskoka, Muskoka Brewery is a caring and open-minded Ontario Craft Brewery. Our grassroots culture is inspired by the natural wonder that is our backyard. 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 brewery. Our brands have been recognized as Ontario's top beer brands amongst the craft brewing industry, and our people recognized as Canada's first Living Wage Brewery and one of Canada Most Admired Cultures.

We are Muskoka Brewery! With our values of Resolve, Authentic, Caring, Thirsty and Unique as the cornerstone of everything we do, we are collectively here to Make our Mark and Make a Difference in this world. Our objective is to be Canada's Most Trusted and Iconic Beer Brand. We are excited to continue to build this dream and are looking for a leadership team member to join our great group of people and lead with agility and passion.

Director of Marketing (new)

Reporting to the Vice President of Sales and Marketing, the new role of Marketing Director will be responsible for providing leadership and management of the brewery's marketing team, projects and programming. The ideal candidate will drive the brewery's efforts to position itself as a visionary leader and to achieve its goals.

Responsibilities

- Be a key ambassador of Muskoka Brewery's values, vision and overall business strategy, develop the marketing team's goals and objectives, and support various events to build strong relations within our 3 Muskoka Brewery communities (our team, our community, and our industry and partners);
- Oversee all aspects of marketing including branding, public relations and social media, advertising, events, trade, market research management and community out reach including our Community Venture Fund.
- With the VP, help to develop the Marketing strategic planning including corporate and brand positioning, market and competitive analysis, customer segment selection and penetration plans, and other marketing led initiatives.
- Facilitate an environment that fosters strong team dynamic through success recognition, team empowerment, active coaching, staff education, and project orientation. Ensure all tools and resources are provided to the team members



- Analyze, plan and execute on both existing and potential marketing activities and strategies. Develop benchmark criteria to measure the efficiency and effectiveness of marketing programs
- Research and analyze economic trends, buying habits, and the demographic characteristics of consumers, their tastes and preferences for company products and those of our competitors
- Collaborating with the Marketing team, be ahead of the curve, developing/seeking new ways to reach consumers and innovative brands to market
- Lead period plan communications with the Marketing team and provide coaching and guidance for all marketing leads such as Anchor accounts, and brand score.
- Work closely with VP Sales and Marketing, and Sales Directors to develop and manage our channels and partnership strategies and programs.
- Develop key relationships and support our Marketing managers with all agency relations including media, creative, PR, and packaging, and lead in anchor accounts. Oversee and align with VP of Operations on products and packaging innovation approval prior to material release.
- Lead our Muskoka Brewery Venture Fund brand committee, and ensure program effectiveness and outreach aligns with the brewery's values and fund purpose
- Diligently develop our annual marketing budget and upon SLT approval oversee and approve monthly marketing spends.
- Liaison with the Director of People and Development on communicating new launches and initiatives and provide advise to the People Department on external communications.
- Act as spokesperson for the company with the media and at industry events, and with various partnerships and leads.
- Be a role model for the company culture. Cultivate and contribute to Muskoka Brewery's unique creative and collaborative working environment.

Requirements

- Minimum of 15 years marketing experience in comparable industries with 5 years of direct management (people and process).
- Successful completion of a University degree in a related field,
- Exceptional at creating an agile working environment with a proven track record for creative development and execution of marketing programs
- Exposure to business development and competitive market analysis strategies that have consistently met or exceeded planned objectives.
- Dedicated by-example leadership style inclusive of mentorship, development and coaching of the Marketing team.
- Proven ability to lead a proactive marketing organization and ensure accountability for results that maximize contribution to business objectives.
- Well-versed in fiscal budgetary development and strong business acumen.



- A Relationship Builder. Demonstrates the ability to develop external relationships to manage and negotiate outsourced marketing activities (creative design, website, etc.)
- Substantial experience working with business and industry press.
- Extremely effective public speaking skills and presence.
- Ability to work at the Brewery regularly and travel across our regions to support initiatives and relationships

Our ideal candidate has a passion for our culture, our brand and being an active member of our team. Thank you for your interest. Please send your resume and cover letter to hr@muskokabrewery.com, only those shortlisted will be contacted.

Muskoka Brewery is an equal opportunity employer encouraging diversity in the workplace. All qualified applicants will receive consideration for employment without regard to race, color, national origin, gender (including pregnancy), age, religion, disability, sexual orientation, or veteran status, or any other status or characteristic protected by law. If you require assistance or a reasonable accommodation in completing the application materials or any aspect of the application process, please contact Human Resources.

