



MUSKOKA BREWERY SEEKS AN ENERGETIC **SOCIAL MEDIA COORDINATOR** TO AUTHENTICALLY REPRESENT OUR BRAND AND BREWERY!

**ABOUT US:** Muskoka Brewery is a caring and open-minded Ontario Craft Brewery who is passionate about our grassroots culture, our values and the beer and spirits we make. Inspired by the nature in our backyard, we feel strongly connected to each other, our customers and to our communities. This place that we share has made us strong and determined. We are passionate about our beer and spirits. We are Muskoka Brewery, and we are here to make our mark, one glass at a time.

**WHY WORK FOR MUSKOKA BREWERY:**

- **THE COMP PACKAGE:** Competitive Salary, Bonus, Health benefit, Matching RSP, Vacation days, Flexible Work options, Paid days off including Volunteer Day, Wellness Day, Paid COVID and sick days.
- **PERKS AND FUN COLLABORATIONS:** Brewery Bucks, Moonlight Kettle teams, Wellness challenges, ongoing recognition programs, attend brewery events, annual team builds, after work pints and more
- **WINNING CULTURE:** Working with an award-winning team and culture: Great Places to Work, Canada's Top 10 Company Culture, Gold Award for Gender Parity, and various brand and brewing awards
- **VALUES & PEOPLE FIRST:** Proudly Canada's First Living Wage Brewery, we live our values of team-based resolve, recognizing and celebrating every one's unique qualities, innovative and thirsty with authenticity and caring as our foundation. We are always looking for your feedback and input
- **GET INVOLVED:** We love our team, our local communities, and our unique industry, we collectively make a difference in our community
  - o Passionate about nature and inclusion and roll up our sleeves to make a difference.
  - o With our **We Belong Committee**, we stand for equity, respect, inclusion, and always speaking up. We welcome everyone and are committed to continuously seek new ways of creating a safe and inclusive for our team, our customer, and our community
  - o With our **Green Team**, we are committed to environmentally sustainable innovation, ensuring that the beer we drink today protects our planet for the beer drinkers of tomorrow



**JOB TITLE:** Social Media Coordinator

**DEPARTMENT:** Marketing

**LOCATION:** Bracebridge

**JOB TYPE:** Full-Time, Permanent

Reporting to the Marketing Communications Manager, the Social Media Coordinator is the voice and gatekeeper across of all Muskoka Brewery's social and digital platforms. They will have a strong and intimate knowledge of the current social media landscape and have a passion for content development and writing. The Social Media Coordinator cultivates, refines, and maintains the voice of the brewery, its culture and its brand through authentic communications through social media channels.

**Responsibilities:**

- The storyteller for Muskoka Brewery and Muskoka Spirits across all social media platforms
- Plan and manage the monthly editorial content calendar to best reflect our brands and our lifestyle
- Develop and curate engaging content for all social media platforms including Instagram, Facebook, Tiktok, Twitter, LinkedIn, etc
- Always keeping an eye on social media trends to uncover the next best way to share a story
- Collaborate with departments across the Brewery to gather the necessary resources for content
- Always maintain a consistent brand voice across all social media channels.
- Building relationships online through engagement with comments, messages, and inquiries
- Keep an eye on online conversations and sharing media monitoring with the team calling out insights and trends
- Continually monitor and update the website in a proactive manner regularly to ensure that information is accurate, and content is current
- Write and gather stories to deploy regular emails to our Fireside database
- Seek out, develop, and maintain relationships with brands, content creators and social media influencers, negotiating terms and organizing collaborative content schedules
- Attend events when necessary to capture content and support experiential team
- Meticulously track and log both earned and organic media coverage
- Schedule photoshoots, when necessary, for product releases and lifestyle content
- Manage social media budget with a high degree of accuracy with assistance from Marketing Communications Manager



#### Qualifications:

- College or University degree in marketing, communications, or related field with social media communications experience
- Passionate about digital storytelling with extensive knowledge of all social media platforms and how our fans use them
- Excellent written communication skills including short form writing that is clear and concise for captions while always aligning with Muskoka Brewery brand and values.
- Excellent organizational skills, detail-oriented, self-starter
- Enjoys on camera experiences to share stories via video
- Mailchimp and WordPress experience considered an asset
- Photography skills considered an asset
- A passion for beer and the craft beer industry with a willingness to expand your beer and spirits knowledge
- You are thirsty. You are not afraid to venture off the beaten path and find exciting new ways of doing things
- You are an authentic Brand Ambassador. You bring a strong track record of building and maintaining both internal and external relationships in representing our people and brands
- Ability to have a flexible work schedule

Our ideal candidate has a passion for our culture, our brand and being an active member of our team. Please note: only those shortlisted will be contacted.

AT MUSKOKA BREWERY, WE WELCOME EVERYONE. WE PROUDLY STAND FOR EQUITY, RESPECT, INCLUSION, AND ALWAYS SPEAKING UP. We are committed to providing a safe and dignified work environment for all employees and candidates, regardless of gender, race, ethnicity, sexual orientation, disability, neurodiversity, religion, or any other aspect of their identity. If you require assistance or a reasonable accommodation in completing the application materials or any aspect of the application process, please contact Human Resources.

We thank you for your interest.

