



**JOB TITLE:** Events Coordinator  
**Location:** Muskoka

**DEPARTMENT:** Marketing  
**Job Type:** Full-Time/Seasonal (May – Sept)

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. Our brands have been recognized as Canada's top beer brands amongst the craft brewing industry. We have resolve: we 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!

Reporting to the Events Manager, an Events Coordinator exemplifies the right drive and attitude that align to the culture of Muskoka Brewery. The individual has a love for craft beer and the Muskoka lifestyle and is responsible for assisting in the coordination and communication of promotional programs/events.

#### **JOB OUTLINE:**

- Execution of a streamlined best-in-class process for events
- Effectively partner cross-functionally to deliver results by working closely with internal and external resources
- Collaborate with PR/Social Media Coordinator to facilitate solid social networking practices, making every word & photo count on Twitter, Facebook, Instagram, company website, viral messaging and whatever you can come up with to leave our customers with an informative and positive impression as it pertains to events.
- Facilitate all aspects of events planning: on-site organization, logistics including distribution, and training
- Maintain and track personal budgets including travel and general expenses.
- Train and support all temporary event staff and third party
- Responsible for overall quality and effectiveness of each applicable events and activities, including branding and communications, product specific support, ambassador representation and on site promotion activities
- Working with the Events Specialist to manage all event materials and inventory, and ensure all required tools are available
- Provide event recaps, including maintaining event database and metrics are accurate and timely to determine effectiveness and overall ROI. Analyze and make recommendations to the marketing team on adjustments to plan or future event improvements.
- Occasionally work with the Sales team to coordinate and execute on premise events
- Promote and support Muskoka Brewery's policies, procedures, mission, vision and core values
- Perform additional job related responsibilities and duties as assigned and/or necessary.
- Travel and overnight stay required
- Weekend work is required regularly



## QUALIFICATIONS

- Post-secondary education in a related field
- Significant consumer relations experience, within events promotions or marketing
- Customer-centric communicator with a passion for craft
- Self-driven to execute successful events in a hectic environment
- Team player with an infectious positive can-do and creative attitude
- Strong organizational skills; attention to detail
- Smart Serve
- Squeaky Clean driving record, and a Valid G driver's license is a MUST - non negotiable
- You have resolve; you work hard and are unwavering in your beliefs. You are strong and determined.
- You are caring; you care about others and the well-being of our communities. You are approachable, understanding, and patient.

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. 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.

We thank you for your interest.

