



**JOB TITLE:** Marketing Communications Manager

**DEPARTMENT:** Marketing

**Location:** Bracebridge

**Job Type:** Full-Time/Permanent

### **JOB OUTLINE**

We are a caring, open-minded craft brewery centered in the heart of Muskoka. A brewery of innovative, quality beers that are inspired by the natural wonder that is our backyard. Our brands have been recognized as top in Canada amongst craft brewers and the brewing industry. Our business is expanding exponentially, and we are looking for the right people with the resolve to help us achieve our lofty goals.

Reporting to the Director of Marketing, the Marketing Communications Manager is responsible for the overall brand communication standards, effective messaging and visual identity across the brewery are upheld for all internal brand and all external communications. Leading the Digital Marketing Specialist, the Marketing Communications Manager will lead all digital and PR marketing program strategies, be the gatekeeper of all external interview and Public Relations, lead on competitive trends and information, and manage the annual digital and PR budget. Collaboratively they will manage various marketing project requests to ensure that communication material is produced within the agreed upon budget, to company branding standards, and delivered in a timely manner.

### **Responsibilities:**

- Led and vet all requests for print communications, interviews and other public relations opportunities. Prepare and lead the leadership member through various public relations and internal events, and ensure strong branding and social marketing is thorough
- Design and implement an effective e-commerce program to ensure solid brand first exposure and reach with our Hop Shop and Moonlight Kettle Club program and supported by our website. Building audience lists and data insight.
- Represent the Brewery communications with beer, food, and lifestyle communities, integrating themselves within these communities and becoming familiar with current and upcoming trends. and working with outside agencies to develop exciting and captivating programs.
- Build and foster collaborative relationships with both internal and external partners as it relates to public relations, communications and digital platforms.
- Develop a deep understanding of the industry and provide the Director of Marketing with insight on effective competitive insight and marketing trends
- Authentically coach and develop the Digital Marketing Specialist in all social media and digital platforms and initiatives
- Lead strategies in the various PR and digital marketing including our website, communication channels with the Beer Journey, Fireside

- Work with the Director of People and Development to elevate our internal communications including production of materials such as video, web, blogs, and ensure awareness of new launches, initiatives and events.
- Execute day to day marketing tactics to support strategy including email marketing initiatives. Develop creative briefs for product and people stories and market launches
- Monitor all social media and PR communications to ensure authentic align with our brand standards, brewery values and goals. Oversee all public relations stories prior to print run to ensure accuracy and objectives are met.
- Develop Public relations and social media marketing SOP and ensure resource guides are up to date and provide effective training.
- Manage the execution of assigned communication projects, from concept through development, delivery and analysis.
- Act as spokesperson for the company with the media and at industry events, and with various partnerships and leads. Cultivate and contribute to Muskoka Brewery's unique creative and collaborative working environment.

## **Experience**

- A true love for public relations, story writing and social media marketing
- Minimum of 5 years marketing experience in comparable industries with a few years of direct management (people and process).
- Successful completion of a University degree in a related field,
- Experience in contributing to a creative and agile working environment with a proven track record for excellence in public relations
- Proven project manager, leading small teams in program creation to activation and ensures accountability
- Exposure to on-line POS programs and experience in implementation
- Dedicated by-example leadership style inclusive of mentorship, development and coaching of the Marketing team.
- High proficiency in writing and editing, while also being imaginative and creative,
- Experience to fiscal budgetary development and strong business acumen.
- A Relationship Builder. Demonstrates the ability to develop external and internal relationships
- Substantial experience working with business and industry press.

- Extremely effective public speaking skills and presence.
- Ability to work at the Brewery 2-3 days per week, and travel regularly across our regions to support various initiatives and foster relationships
- Able to be flexible with hours required to support public relation events and engagements

### **Application Process:**

This position is now open for applications until March 29, 2019. Kindly send the following information to **HR@Muskokabrewery.com**:

- Cover Letter
- Resume

Our ideal candidate has a passion for our culture, thirsty to work in a fast paced and competitive market, knowledgeable about our brand and being a passionate active member of our team.

Please note due to the amount of applications 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

