



JOB TITLE: Marketing Communications Manager

DEPARTMENT: Marketing

Location: Bracebridge

Job Type: Full-Time/Permanent

Proudly celebrating 25 years, Muskoka Brewery is a caring and open-minded Ontario Craft Brewery who is passionate about our brand, grassroots culture, and values. We are more than great beer! Inspired by the nature in our backyard, we feel strongly connected to each other, our customers and to our communities. We are about the road less traveled and adventurers at heart who love to venture off the beaten path. We are Muskoka Brewery, and we are here to make our mark, one glass at a time!

JOB OUTLINE

Reporting to the Director of Marketing, the Marketing Communications Manager is responsible for the brewery's consumer-facing marketing touchpoints, strategically developing the content strategy with owned, paid and earned media to drive growth and loyalty across our brands, and seeking media and partnership opportunities aligned with our brewery's values and strategic brand positioning.

Responsibilities:

- Work with the in-house creative team to develop and oversee content creation to achieve brand & campaign objectives, support new launches and ensure marketing effectiveness and efficiency.
- Lead and plan an annual and monthly content calendar to be utilized across all marketing communication channels with a focus on launches, campaigns, promotions and events.
- With a focus on developing brand loyalty, drive growth & engagement with our Moonlight Kettle Beer Club and Dockside Draught programs, Fireside email database, website traffic, and Taproom programming through new product launches, merchandise and promotions.
- Seek and vet all requests for earned media opportunities to ensure there is strong coverage across all campaigns, brewery awards and product launches.
- Ensure all public relations stories and advertising including copywriting is accurate and objectives are met prior to release
- With a passion for food, drink and entertainment, oversee Brewery communications with beer, food, and lifestyle community influencers, authentically establishing relationships within these communities and becoming familiar with current and upcoming trends.
- Authentically coach and develop the Social Media Coordinator in all social media and digital platforms and initiatives. Monitor all social media and PR communications to ensure authentic alignment with our brand standards, brewery values and goals.

- With media budgetary responsibility, lead media partnerships and media buying efforts and ensure effective planning of resources and budget accuracy.
- Develop a deep understanding and provide the Director of Marketing with competitive insights and marketing trends within social and digital media platforms
- Develop KPIs across PR, paid & organic plan. Analyze metrics on a regular basis to optimize plan and ensure success across all objectives.
- Act as spokesperson for the company with the media and at industry events, and with various partnerships. Cultivate and contribute to Muskoka Brewery's unique creative and collaborative working environment.
- As part of our DEI efforts, ensure representation from all communities are present across our channels and communication is inclusive and welcoming to all

Experience

- A true love for public relations, content creation 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, media buying an asset.
- Proven project manager, leading small teams in program creation to activation and ensures accountability
- Exposure to online POS programs (Shopify) 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 management and strong business acumen.
- A Relationship Builder. Demonstrates the ability to develop strong 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 1-2 days per week, and travel regularly across our regions to support various initiatives and to foster relationships
- Able to be flexible with hours required to support public relation events and engagements

Please send your resume and cover letter to hr@MuskokaBrewery.com, only those shortlisted will be contacted.

AT MUSKOKA BREWERY, WE WELCOME EVERYONE. WE PROUDLY STAND FOR EQUALITY, RESPECT, INCLUSION, AND ALWAYS SPEAKING UP. We are all responsible and 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.

