

MUSKOKA BREWERY

careers

VENTURE OFF THE BEATEN PATH JOIN THE MUSKOKA BREWERY TEAM

After 25 years, Muskoka Brewery remains a caring and open-minded Ontario Craft Brewery who is passionate about our brand, grassroots culture, and values. We are more than great beer! We are great people who love the road less traveled, adventurers at heart who love to venture off the beaten path. We are Muskoka Brewery. We are here to make our mark in beer and spirits. To make a difference in our communities. Proudly crafting iconic Canadian experiences, one glass at a time.

Why are we so passionate about our brewery?

- Values & People First: Proudly Canada's First Living Wage Brewery with flexible work options, 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
- Perks And Fun Collaborations: Brewery Bucks, Moonlight Kettle teams, Wellness challenges, recognition programs, brewery events, 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
- Get Involved: We love our team, our local communities, and our unique industry, we collectively make a difference in our community

We welcome all. We stand for kindness, respect, inclusion & always speaking up. We welcome everyone and are committed to continuously seek new ways of creating a safe and inclusive environment for our team, our customers, and our community.

Our Green Team is committed to environmentally sustainable innovations, ensuring that the beer we drink today protects our planet for the beer drinkers of tomorrow.

For a complete list of roles available please visit our website or contact our People Department

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THE SOCIAL MEDIA COORDINATOR ROLE



Marketing



Full Time Permanent



Hybrid/Bracebridge

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 creative content development and writing. The Social Media Coordinator cultivates, refines, and maintains the voice of the brewery, its culture and its brand thought the authentic communications through social media channels.

What We Are Looking For:

As a creative member of our Muskoka Brewery Marketing team, the role of Social Media Coordinator represents the spirit of our great brands, our culture and our communities. We are looking for someone who is super passionate about social media content development and working with an energetic team. This person has an authentic connection to our brewery's values and can clearly articulate that to our great consumers. You should be able to:

- Use your creativity and bring your passion for Muskoka Brewery to everything posted
- Plan and manage the monthly editorial content calendar to best reflect our brands and our lifestyle
- You are the creator of engaging content for all social media platforms including Instagram, Facebook, Tiktok, Twitter, LinkedIn, etc
- Be keen on staying current with 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
- Keep an eye on online conversations and sharing media monitoring with the team calling out insights and trends and continually monitor and update the website in a proactive manner regularly to ensure that information is accurate, and content is current
- Seek out new media partnerships and coordinate our influencer marketing program
- Write and gather stories to deploy regular emails to our Fireside database
- Meticulously track and log both earned and organic media coverage
- Schedule photoshoots, when necessary, for product releases and lifestyle content
- Assist with the execution of Public Relations campaigns and events
- Manage social media budgets and spending

What You Are Bringing to The Team:

- 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.
- A passion for beer and the craft beer industry with a willingness to expand your beer and spirits knowledge



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- 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 travel to events to document and promote our partners and team on the road
- Ability to have a flexible work schedule to meet the needs of the role

How Do You Apply?

We want you to show us what you can do! Bring your passion for creativity and your love of craft beer and spirits to this process.

In addition to your Cover Letter, Resume and Portfolio of Awesomeness, please prepare three reels, posts or videos (under 15 mins) showcasing our brand and how you would and attach them to your application.

Please submit this package to HR@Muskokabrewery.com with the subject line ***Social Media Coordinator Application.***

We thank you for your interest. 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 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.

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