



Victoria Distillers is looking for a
Marketing & Influencer Coordinator to join their team!

Job Purpose

The launch of Empress 1908 Gin in 2017 has spurred an exciting phase of international growth at Victoria Distillers. The Marketing & Influencer Coordinator assists with the development and deployment of influencer marketing campaigns, community engagement across social platforms, content creation, content management and more. This is a fantastic opportunity to work with a rapidly growing company in the exciting world of spirits and cocktails.

Duties and Responsibilities

- Develop quality influencer target lists
- Responsible for onboarding high volumes of influencers into our platform
- Assist with community management through email and on social media
- Assist with campaign creation
- Coordinate sending bottles out or packages when needed
- Assist with content creation as needed
- Assist with copywriting for blogs, newsletters and social ads
- Reporting – social media, campaigns, Nielson, etc
- Website management - blog, scheduling, cocktails, recipe cards
- Ensure consistent brand messaging
- Assist with other marketing tasks and projects as needed

Qualifications

- University/college degree in marketing, communications, or business – required
- A minimum of 5 years marketing, social media and/or community engagement experience - preferred
- Must have an acute attention to detail, highly organized with the ability to multitask and adapt in a fast-paced environment
- Excellent communications skills, both written and verbal
- Demonstrated understanding of branding and brand integrity

This is a full-time position located in Sidney, BC. Some hours may be allocated to evenings and weekends for timely responses to social media communications. To apply for this exciting opportunity, please send your resume and cover letter in confidence to Sarah Elliot, Recruiter at: sarah@sjemploymentsolutions.com

Thank you for your interest; please note only those applicants selected for an interview will be contacted.

www.empressgin.com