

VICTORIA DISTILLERS LTD.

Job Description: Marketing Coordinator – Victoria Distillers

Job Title:	Marketing Coordinator (Maternity Leave Coverage)
Reports To:	Sr. Marketing Manager

The launch of Empress 1908 Gin in 2017 has spurred an exciting phase of international growth at Victoria Distillers. As our Marketing Coordinator, you will play a pivotal role in supporting our dynamic marketing team across various functions. From communicating with our engaged audience on social media, collaborating with our social and influencer team and upholding brand standards, you will contribute to our continued growth in the vibrant spirits industry.

Duties and Responsibilities

- Assist in the creation of digital media for brand social channels, including Instagram, Facebook, Pinterest and YouTube
- Engage with the online community to generate positive conversation about Victoria Distillers brands through social media and email
- Ensure consistent brand messaging across all channels
- Ensure all questions and comments are answered in a timely manner
- Coordinate and manage the entry of the brand into regional, national, and international spirit awards, ensuring all requirements and deadlines are met.
- Assist with monthly Marketing reports as needed
- Assist with website content updates as needed
- Coordinate sending samples to media, influencers and others
- Collaborate with the Marketing Team to assist with any other tasks as needed

Qualifications

- Proficiency with digital marketing tools and platforms like Canva is required, familiarity with Adobe Suite (Illustrator, InDesign, Photoshop) is an asset
- Familiarity with video editing tools an asset (Final Cut, Cap Cut, etc.)
- University/college degree in marketing, communications or business, or 3+ years marketing experience
- Acute attention to detail
- Strong organizational skills with the ability to manage multiple projects simultaneously
- Excellent written and verbal communication skills
- Demonstrated understanding of branding and brand integrity
- Passion for spirits and cocktails with a keen interest in industry trends

This maternity leave coverage is a full-time, 40 hour per week position located in Sidney BC. This is an in-person role. Potential to turn into a permanent position at the end of the coverage term. Hours may be allocated to evenings and weekends.