

Job Description: Marketing Coordinator – Victoria Distillers

Job Title:	Marketing Coordinator – Victoria Distillers
Reports To:	Marketing Director

Job Purpose

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 crafting compelling sales materials and developing brand assets to amplifying our brands presence and upholding brand standards, you will contribute to our continued growth in the vibrant spirits and cocktails industry.

Duties and Responsibilities

- Assist in the creation and refinement of sales materials, ensuring alignment with brand messaging and strategic goals.
- Assist with developing and maintaining brand assets, including digital content, promotional materials, and packaging designs.
- Ensure consistent brand messaging
- Engage with the online community to generate positive conversation about Victoria Distillers brands
- Ensure all questions and comments are answered in a timely manner
- Assist with monthly reports as needed
- Assist with creating and post brand-aligned content on select social media platforms
- Coordinate sending samples to media, influencers and others as needed
- Assist with any other marketing tasks as needed

Qualifications

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and familiarity with digital marketing tools and platforms like Canva is ideal
- 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

Working Conditions

This is a full-time position located in Sidney, BC. Some hours may be allocated to evenings and weekends.

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. Only applicants offered interviews will be contacted.