

Job Description: Social Media & Content Supervisor – Victoria Distillers

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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. The Social Media & Content Supervisor is responsible for growing our brands presence and maintaining brand integrity in the online social space. This is a fantastic opportunity to work with a rapidly growing company in the exciting world of spirits and cocktails.

Duties and Responsibilities

- Work with Marketing Director to develop and execute the implementation of the strategy for organic social media channels. This has a strong potential to be more than one brand.
- Create and post brand-aligned content on select social media platforms
- Ensure consistent brand messaging across all platforms
- Oversee community engagement to ensure we respond to everyone in a timely and brand-aligned manner and ensure we build meaningful relationships with our engagers where possible. This will include collaborating with other team members who will assist with engagement.
- Provide monthly social media reports and other reports as needed
- Frequently test and analyze new trends, content formats and platform updates
- Provide weekly social media updates to Marketing Director and other updates as needed for presentations
- Collaborate with Influencer Marketing Supervisor and Marketing Director with creation and strategic direction of various campaigns like long term partners or content influencers
- Work collaboratively with the Influencer Marketing team to plan and execute influencer content programs and ongoing monthly collaborations
- Lead a quarterly strategic review and planning meeting that provides a high-level overview of organic social media performance to date, trends, content performance and competitive insights
- Assist Marketing Director as needed with content generation through photographers, videographers, and user-generated content
- Plan and execute inhouse content shoots as needed
- Explore opportunities within additional channels and keep your eye on any trends for social media
- Additional marketing tasks as needed

Qualifications

- Acute attention to detail
- University/college degree in marketing, communications or business, or 3+ years marketing experience
- 3+ years of social media experience
- Proficiency using Social Media Management tools such as Brandwatch
- Photography and Videography skills and editing skills on platforms such as CapCut, Photoshop, Final Cut
- Strong Canva skills
- Deep understanding of reporting and analyzing social KPIs
- Excellent written and oral communications skills
- Demonstrated understanding of branding and brand integrity

Working Conditions

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

Thank you for your interest. Only applicants offered interviews will be contacted.