

# MARKETING COORDINATOR

## FULL-TIME POSITION



---

Fairweather is looking for a special person to help develop our marketing strategy, and engage with our fans, customers and community. The ideal candidate is passionate about teamwork, story telling, has a knowledge and passion for beer and is comfortable being in the directors' seat. With a combined following of over 30,000, Fairweather has a unique opportunity to connect directly with our fans and customers. The Marketing Coordinator will create engaging content keeping our fans engaged and excited about our brand and the beers we brew.

### Responsibilities Include:

- Maintain a cohesive and consistent brand presence on all digital platforms in which Fairweather Brewing Company participates. Including but not limited to, Instagram, Facebook, Untappd, our website, and email newsletters
- Write engaging copy for all brand communications, while maintaining a consistent on-brand voice
- Design consistent on-brand visual assets across all platforms
- Plan and execute on a robust social media strategy through the use of a marketing plan and calendar
- Conceptualize and execute both organic and paid social media strategies to grow the brand, drive traffic and engage our audience
- Report on KPIs and adapt and adjust for future success
- Maintain a fresh knowledge of industry trends and current events
- Identify additional brand awareness opportunities
- Participate in weekly planning and strategy meetings
- Provide social media support by replying to comments and direct messages on all social media platforms

### Key Requirements:

- 2+Years of marketing experience, particularly social media marketing
- Self-starter, works well independently and as a team
- Creative thinker with a keen eye for good design and the finer details
- Flexible work schedule
- Understanding and passion for beer and the brewing industry
- A strong desire to constantly learn and improve

# MARKETING COORDINATOR

## FULL-TIME POSITION



- 
- Strong written communication skills
  - Thorough knowledge of *Adobe Creative Suite*, including *Illustrator & Lightroom*
  - Experience navigating *Google Analytics* and other data collection tools
  - Experienced photographer with a keen understanding of composition and light, and who is comfortable being behind the camera, directing the shot
  - Strong organizational skills, with experience using social media scheduling tools
  - Demonstrates effective time management skills
  - Experience with video shooting and editing would be an asset
  - A strong understanding of popular and online culture

Successful candidates will be required to present a portfolio of past and/or current work.

Above all else, a successful candidate must contribute positively to our culture and working environment. At Fairweather we strive to create a positive, inclusive, open minded culture that is a pleasure for all to work in.

This role includes a benefits package, beer allotment & discounts, and a competitive compensation structure. Total compensation will vary based on experience and training requirements.

Expected Compensation: \$45,000-\$60,000

Apply directly through [Indeed.com](https://www.indeed.com) or apply in person at 5 Ofield Road, Hamilton, Ontario. Resumes can also be forwarded to [jobs@fairweatherbrewing.com](mailto:jobs@fairweatherbrewing.com).

### COVID-19 PRECAUTIONS

All precautions and restrictions required and recommended by local Public Health officials in relations to Covid-19, are in effect. Staff and customers can feel safe at Fairweather Brewing Company.