

A Z H A D I  
V I N E Y A R D S

EX NIHILO

## *Manager, Brand & Marketing*

The **Azhadi Group** is a privately held group of companies which develops and operates wineries and vineyards throughout the Okanagan Valley, including the established **Ex Nihilo Vineyards** operating in Lake Country, BC and Azhadi Vineyards, currently under construction in Kelowna, BC. The **Azhadi Group** also owns additional vineyards in South Okanagan.

In anticipation of the planned 2025 opening of **Azhadi Vineyards**, located in Kelowna, BC, we are growing our team. This is an excellent unique opportunity to get in early and further your career with a best in class, people-first culture in a growing privately held organization.

We seek to provide meaningful work and create meaningful relationships. We respect people; we communicate openly; we are team players; we are accountable; and we are trustworthy.

We strive to deliver best in class beautiful experiences to our people and our guests. *Gratitude is at our core*; whether it be the land, the opportunity, or the people who we work with and visit us. We are building an environment where people come together, feel valued and will grow in their respective career paths.

### *The Role and Responsibilities*

The **Manager, Brand & Marketing of Azhadi Group** will work with the leadership team to develop and strategize the relevant positioning for a **new brand** in the industry. This new position will play a pivotal role in exciting and informing future guests, through the successful launch of this new brand and landmark!

Working with the senior management team, the Manager will develop and execute creative services strategies and campaigns and work collaboratively in supporting all areas of the businesses for the launch of Azhadi Vineyards and driving ongoing engagement and marketing activities for Ex Nihilo. The Manager, Brand & Marketing has excellent interpersonal and communication skills, with the ability to collaborate effectively with internal and external stakeholders. The Manager will work with the management teams and will develop and implement comprehensive marketing strategies to launch Azhadi Vineyards as well as enhance brand awareness and drive customer engagement and guest experiences at Ex Nihilo, including through the development and management of various Ecommerce platforms and social media content. The Manager is passionate about building and strengthening relationships through all forms of communication and presentation and will write and create content for digital newsletters and all print materials. On an ongoing basis, the Manager will be able to analyze the success of marketing efforts with the goal of continuous improvement and achievement of measurable outcomes.

### *The Ideal Candidate*

This highly motivated individual will bring us ideas, confidence, ambition and humility and appreciation for a fun, dynamic industry. This energetic team member is a self-starter, efficient, creative, proficient in many media platforms and technology and highly organized. The individual will be able to challenge the status quo and bring fresh ideas for the betterment of the businesses. This candidate will collaborate with managers throughout the organization and will lead and motivate on brand and marketing.

The candidate will ideally have the following education, skills and experience:

- Degree in Marketing or related experience
- Strong creative and storytelling abilities, with exceptional writing, editing and content creation skills, mature target-audience mindset
- Expertise in public relations and related communications and event management
- Proven track record of developing and executing successful marketing campaigns across various channels, with a focus on social media
- Loves the details and schedule management but appreciates that plans can change as the business demands
- Ability to manage all aspects of social media content creation including ideation, photography, videography and copywriting
- Proficiency in social media management tools and analytics platforms
- Project management skills and ability to multi-task in a fast paced environment
- Experience with various POS and content software programs
- Experience in wine, hospitality industry and knowledge of industry trends
- Experience in management of marketing budget and cost benefit decisions
- Business acumen

Competitive monthly compensation will be commensurate with experience. This is primarily an onsite role with some flexibility on days and hours of work based on the business demands, key events and campaigns.

Please send CV to [careers@azhadivineyards.com](mailto:careers@azhadivineyards.com). Selected candidates will be contacted for an interview.

Primary Location: Kelowna and Lake Country, BC

Anticipated Start Date: November 2024