

## MARKETING AND SOCIAL MEDIA MANAGER

EX NIHILO VINEYARDS

LAKE COUNTRY, BRITISH COLUMBIA

We are seeking a passionate, energetic, experienced, and highly motivated Marketing and Social Media Manager to join our team at Ex Nihilo Vineyards Okanagan Valley. Ex Nihilo is an established boutique winery located in picturesque Lake Country overlooking Okanagan Lake. The winery has an excellent reputation for producing premium wines, and delivering a world class guest experience. This is a dynamic role which requires an ambassador who will thrive in a fast paced environment with the ability to manage a variety of responsibilities.

The Marketing and Social Media Manager is in charge of developing and executing marketing plans to support sales initiatives thru all sales channels.

- Coordinates the development of all sales and marketing collateral for all channels, including wholesale distribtio
- Manages and maintains the database of all trade materials including tech sheets, portfolio, point of sale materials, event materials and special projects as directed.
- Takes ownership of all on and off-site events including tradeshow, FAM visits, tastings and events across the company marketing calendar. Including planning communications and execution.
- Works with Proprietors to action the planning and complete visit itineraries for all Media/Critics/Journalists/Influencers.
- Any other tasks or duties that may be assigned from time to time within or outside the department.
- Support Hospitality Manager and Wine Club Coordinator as required.

This position will be responsible for social media and will create and maintain brand promotions, company information, and marketing campaigns for our company across several social media networks. You must know the best social media metrics to focus on and respond to questions and comments according to the company's voice and guidelines. You will work daily to produce new content, constantly innovating to push new ideas and formats and measuring how well those ideas perform.

You will drive lead generation campaigns that the sales team can convert into revenue. You are expected to keep up with new trends along with company and industry news.

- Deliberate planning, strategy and goal setting
- Development of brand identity, awareness and online reputation
- Content management
- SEO (search engine optimization) and generation of inbound traffic
- Create content for multiple platforms
- Monitor social analytics
- Devise a social network strategy
- Measure and prove ROI

### Position Requirements:

- Self-starter and highly motivated.
- Post-secondary education with a focus on Marketing – including Social Media.
- Ability to use Adobe Creative Suite (specifically Photoshop, Lightroom, InDesign, and Premiere Pro).
- Proficient in Social Media and Digital Marketing
- Demonstrated ability to leverage data and information to inform decision making.
- Elevated proficiency with Microsoft Office applications (Excel and PowerPoint specifically)
- Experience using analytical tools such as Google Analytics, Facebook Ads manager,
- Impeccable attention to detail.
- Exemplary written and oral communication skills.
- Excellent organizational skills including the ability to set short and long term goals.
- Ability to meet tight deadlines
- Strong sales and presentation skills.
- Experience working in the wine/beverage industry is an asset.
- Experience using Wine Direct and MailChimp is an asset.
- Ability to lift/carry 40lbs regularly.
- Must have valid 'Serving it Right' certification.

Compensation and benefits commensurate with experience. Valid Work VISA to work in Canada

We are conducting an internal and external search simultaneously. We wish to thank all applicants for their interest; only those applicants selected for an interview will be contacted.

Please send your resume to [decoa@exnihilo vineyards.com](mailto:decoa@exnihilo vineyards.com)