



Senior Marketing Manager

Full-Time/Permanent
Victoria, BC

From humble beginnings and through loyal Island support, Vancouver Island Brewing began brewing handcrafted high quality batches for our Islanders and Vancouver to enjoy. With over 35 years in the business, our Brewery takes great pride in our award winning all natural beers, our dedicated people, and the impact we continue to make in our local community.

We are on the lookout for a Senior Marketing Manager to join our Brew Crew! Reporting to the General Manager/Owner, the Senior Marketing Manager will lead the execution of all marketing initiatives for Vancouver Island Brewing. The Senior Marketing Manager will actively and creatively manage and participate in brand launches, implement customer activations to increase brand exposures and enhance market share, and support in the development of key projects and initiatives to further promote our amazing products and brand.

Responsibilities by Function:

Leadership

- Oversees and leads all marketing initiatives and programs for the Brewery as a key member of the management team
- Manages the performance and professional development of the Marketing Specialist, Taproom Manager and support staff in a manner that represents the Brewery's core values and culture
- Acts as an ambassador and role model for the Brewery by cultivating and contributing to its unique, creative, and collaborative culture and work environment
- Adheres to all company policies, procedures, and business ethics codes and ensures that they are communicated and implemented within the team

Brand and Portfolio Strategy

- Oversees product marketing including the development of SKU, product rationalization, product launch management, communications with sales team, presentations, promotions, competitive analysis and general sales support
- Works closely with the senior leadership team to drive on product and packaging innovation, product pricing, and commercialization process
- Actively participates in strategic market research activities including market and competitive analysis, customer segment selection, product positioning, economic trends, consumer buying habits, and trending tastes and preferences for company products and those of our competitors

- Works closely with the Taproom Manager and Marketing Specialist to establish and promote an innovative pipeline of exclusive brews, products and other offerings available only through our Brewery's Taproom

Marketing Planning & Execution

- Develops a business plan and marketing strategy that enhances the Brewery's brand image, customer reach and portfolio to support the attainment of profitable growth targets
- Manages the overall marketing budget and controls expenses to meet budgetary guidelines
- Leads and tracks commercial process and marketing planning
- Proactively establishes and executes on all promotional and merchandising planning
- Works closely with the sales team to develop and manage customer channels and partner strategies to develop customer-friendly programs that drive value for the Brewery
- Diligently manage positive relations with various liquor boards and submit all pricing and promotional initiatives
- Reports on and reviews marketing and promotions results on an ongoing basis to ensure established targets are being achieved and takes corrective action where required to meet project targets
- Ensures financial objectives are appropriately aligned to projects and initiatives and monitors the Return on Investment (ROI) to ensure profitability and effectiveness of programming

Marketing Communications

- Represents the Brewery as a highly respected spokesperson and a dedicated advocate of our brand, our values, and our communities within all promotional and social opportunities
- Executes and plans all marketing communications including branding, public relations, advertising, events and website design in collaboration with the Marketing Specialist and third-party contractors
- Creates meaningful brand experiences and loyalty strategies
- Facilitates the development of brand strategies through stakeholder management

Community, Stakeholders & Partnerships

- Manages and coordinates work with all marketing agencies, contractors and consultants
- Works closely with the leadership team and sales team to identify and develop strategic alliances with potential key partners and customer accounts
- Builds and maintains cross-functional relationships with key customers and partners
- Works closely with the Marketing Specialist to manage all marketing related budgets for donations, sponsorships, charitable funds, and other related community outreach and stakeholder relations

- Works closely with the Taproom Manager to develop, build on and to leverage relationships with local community partners, artisans, and businesses for promotional and value-driven opportunities within the Taproom

Performs other related tasks as assigned by GM/Owner and senior leadership team

Required Qualifications:

- Minimum of 5-7 years marketing management experience in comparable industries
- Successful completion of a post-secondary diploma or degree in a related field
- Proven experience in strategically developing and implementing marketing and promotions that have consistently met or exceeded planned objectives
- Dedicated by-example leadership style inclusive of accountability, mentorship, development and coaching of a Marketing team
- Strongly connected with our values of collaboration, innovation, and promotion
- Experience managing budgets, teams and commercial plans
- Highly skilled in developing customer/client relationships
- Extremely effective public speaking and presentation skills
- Ability to travel regularly across our regions to support initiatives and relationships (vehicle and air transportation)
- Strong relationships with existing customer base preferred
- Ability to work in a fast-paced, changing environment
- Must be able to work additional hours and weekends as necessary

How to Apply:

Our ideal candidate has a passion for our culture and is thirsty to work in a dynamic and fast-paced environment! Interested in joining our awesome brew crew? If so, please submit a resume and cover letter with salary expectations to tierra@vibrewing.com. Please indicate in the subject line/cover letter that you are applying for the Senior Marketing Manager position.

We thank all candidates for their interest and advise that only those selected for interviews will be contacted.

Vancouver Island Brewing is an equal opportunity employer encouraging diversity in the workplace. All qualified applicants will receive consideration for employment without regard to race, color, national origin, gender, age, religion, disability, sexual orientation, or veteran status, or any other status or characteristic protected by law. If you require assistance or a reasonable accommodation in completing the application materials or any aspect of the application process, please contact Tierra, HR Manager at tierra@vibrewing.com.