



Digital Marketing Coordinator - Premium Spirits Brand

THE COMPANY:

The Republic of Fremantle Distilling Co is a new Australian premium spirit's brand with a strong sense of community alongside an ambitious global mentality. An outstanding distillery producing world class spirits with its innovative grape to glass ethos. A company which celebrates its uniqueness, alongside exceptional quality and attention to detail.

THE CANDIDATE:

We're looking for someone commercially savvy who lives and breathes all things digital. You will need to be curious and always looking to creatively push boundaries, keeping an eye on the numbers and driving a clear path to achieving measurable brand engagement to deliver online sales.

RESPONSIBILITIES INCLUDE:

- Increase brand awareness through Digital Marketing channels.
- Drive consumer engagement across our owned digital platforms and collaborate with key stakeholder groups to extend our reach.
- Plan, create and produce content for delivery across both our website and key social media.
- Coordinate and optimise direct to consumer online sales, facilitating an exceptional consumer experience.
- Manage communications to our Citizens membership group and subscriber database.
- Promptly monitor and respond to all consumer enquiries.
- Develop marketing collateral including merchandise and point of sale material.

KEY SKILLS & EXPERIENCE

- Demonstrated creative digital marketing experience, preferably within the food, drinks or hospitality industry.
- Solid knowledge of social media platforms, website design and online sales strategy.
- Experience using digital scheduling platforms such as Hootsuite or equivalent.
- Good knowledge of influencers and bloggers, especially within lifestyle and beverages.
- Outstanding written communication skills with excellent attention to detail.
- Customer focused, understanding that copy needs to be written to appeal to all demographics from novice cocktail makers to professional bartenders.
- Organised strategic thinker, with a proven ability to use data to drive decision making.
- Good understanding of the latest trends in digital marketing and ecommerce.
- Experienced in using online systems – Shopify, Campaign Monitor or equivalent.
- Good understanding of Photoshop and video editing; photography skills would be a plus.

JOB OFFER – FULL TIME SALARIED ROLE:

- Reporting to Head of Sales & Marketing
- Based in Fremantle, Western Australia

Please email expressions of interest to info@rofdistillery.com