

LIQUOR PLUS

Liquor Plus is looking for you! So, who are we? Liquor Plus is a family owned and operated organization with liquor stores across Vancouver Island. We operate with a passion for our products and a commitment to our customers and community.

Our Administration Office is in need of a **Marketing Coordinator** to join our team. This position is responsible for the overall marketing strategy for Liquor Plus, including strategically implementing and managing a range of online communication strategies to develop measurable results.

Our ideal Marketing Coordinator is someone who is self-motivated, has great communication skills, superior judgement and decision making, and the ability to build great relationships. Your existing marketing and communication skills, love of organization and efficiency, and positive, uplifting nature mean you thrive in a creative workplace and share our passion for our community and local businesses.

Key Responsibilities:

- Plan, design, and implement marketing and communication strategies for the Liquor Plus chain which includes marketing materials for our monthly flyer, internal store signs, supplier promotions, new releases, monthly e-newsletters, website, Loyalty Program, etc.
- Develop and manage policies and procedures for our social media, including ensuring legal requirements and best practices are adhered to concerning copyright and privacy
- Coordinate community events, donations, fundraisers and collaborations
- Collaborate with Management and Buyers to ensure brand consistency across all platforms, with a focus on creating eye-catching and appealing content that will impact company growth, profitability, and brand awareness
- Develop and execute social media strategy to align with business goals, including conducting marketing campaigns across social media platforms and producing regular engaging content to create rewarding customer service experiences and generate repeat customers
- Research and analyze market trends against performance of marketing campaigns, customer feedback, and competitor insight to ensure positive brand growth
- Work with Management, Buyers, vendors, and other external stakeholders to promote the Liquor Plus brand and create rewarding customer service experiences while generating repeat customers

Required Skills:

- Excellent communication, writing, editorial, and creative skills

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- Minimum 3 years' experience developing high-quality marketing materials with accuracy and detail
- Strong time management, organizational, and analytical skills
- Knowledge and awareness of current design trends and the ability to work within brand guidelines
- Excellent verbal and written communication skills, and an ability to communicate clearly and warmly with a wide range of people from diverse backgrounds and cultures
- The ability to think conceptually about the big picture and direction the organization is headed, including developing long-term plans to achieve the desired outcome and linking daily work to our vision
- Intermediate to advanced knowledge of Microsoft Office and Adobe programming, including Photoshop and InDesign
- Retail experience, including product merchandising, would be considered an asset
- Experience managing social media channels for an organization would be considered an asset
- Degree, diploma, or certificate in Marketing, Media, Communications or Creative Writing would be considered an asset

What We Offer:

- A competitive wage and benefits package, including extended health, dental, vision, and disability coverage
- Health and Wellness reimbursement program
- 20% discount at 9 retail locations

Tell us more about yourself by providing a resume and cover letter highlighting your accomplishments.

While we thank all applicants for their interest, only those selected for an interview will be contacted.