



PRINCE EDWARD ISLAND
BREWING CO.

CAREER OPPORTUNITY

MARKETING MANAGER

AT MURPHY HOSPITALITY GROUP, WE PRIDE OURSELVES ON AN EXCEPTIONALLY HIGH STANDARD OF QUALITY SERVICE AND PRODUCTS. IT TAKES THE BEST PEOPLE TO REACH THIS HIGHER STANDARD OF EXCELLENCE. WE BELIEVE IN EXTENSIVE TRAINING AND PROVIDING OUR PEOPLE WITH AN EXCELLENT BENEFITS PROGRAM, COMPETITIVE WAGES, ADVANCEMENT, AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES. **AT MHG IT'S ALL ABOUT THE PEOPLE!**

MHG
— grow with us

PEI Brewing Company is seeking an experienced Marketing Manager to work with the PEIBC Management Team to plan, execute, and evaluate the strategic marketing plans for PEI Brewing Company and its brands.

This will include but not be limited to aiding in the planning and development of marketing strategies as well as marketing communications and public relations activities for PEI Brewing Company and its beer and RTD brands.

Reporting to the Director of Sales, the Marketing Manager will work closely with the Marketing & Sales teams to coordinate at the strategic and tactical levels the implementation of support materials and services and will oversee the Brand Coordinator role.

MUST HAVES

- A confident forward-thinking self-starter
- Deadline oriented, someone who likes to take ownership and accountability
- Organized by nature - with excellent project management skills
- Strong presentation and written skills
- Creative in nature with a strong attention for detail and driven by quality
- Proven decision-making skills with the ability to manage their time along with the time of other team members
- Passionate about brand creation and establishing strong brand identity
- Analytical
- A minimum 5 years' experience in a marketing role
- Possess a degree or diploma
- Beverage alcohol industry experience will be considered an asset

RESPONSIBILITIES

- Working with Senior Marketing Manager and Director of Sales to manage and develop company brands
- Manage websites, e-newsletters and digital advertising content
- Manage social media accounts for PEIBC and its brands, engaging Brand Coordinator and Sales team into the process
- Oversee the workflow for projects including project lists, timelines and budgets
- Oversee the Brand Coordinator
- Planning and executing company events and promotional campaigns
- Copywriting for websites and advertising material
- Monitoring and evaluating marketing programs and promotions
- Secondary research to gain insight into competitive environment, industry trends, and evaluating project impacts and results
- Provide insights and input into Product Development process
- Point of contact with all liquor boards on submitting marketing applications and timelines
- Working with the production team to oversee all packaging changes and existing packaging compliance.
- Other tasks as required

DEADLINE TO APPLY - NOVEMBER 22, 2021

SALARY - \$50,000 - \$60,000 COMMENSURATE WITH EXPERIENCE

THE REWARDS

EXTENDED HEALTH, VISION & DENTAL BENEFITS • EMPLOYEE FAMILY ASSISTANCE BENEFITS • MHG WELLNESS & FITNESS PROGRAMS
GROWTH & PROFESSIONAL DEVELOPMENT OPPORTUNITIES • DISCOUNTS TO LOCAL SHOPS AND RESTAURANTS

FOR MORE INFORMATION VISIT GAHAN.CA & MHGPEI.COM/CAREERS/

APPLY DIRECTLY TO OUR PEOPLE TEAM AT CAREERS@MHGPEI.COM