



## GARRISON BREWING COMPANY

**Position:** MARKETING & EVENTS COORDINATOR, HALIFAX NS

**Annual Salary:** \$43,000 - \$47,000 + Year End Bonus

**Company Profile:** Launched in 1997, Garrison Brewing celebrates 25 years as one of Atlantic Canada's leading craft breweries! Garrison consistently produces premium craft beer, distributing to most provinces across Canada. The company operates three breweries, two vibrant taprooms/retail stores and boasts some of the most popular brands in market. Garrison is a strong environmental champion and active with local partners and community groups in Halifax and throughout Nova Scotia!

**Job Description:** Based in Halifax and reporting directly to the Marketing & Brand Manager, this full-time and permanent position is responsible for coordinating all social media and external event opportunities and activations. It is a role where organization and attention to detail are paramount in ensuring success. Duties will include event preparation and execution, sponsorship fulfillment, coordination of social media, and maintaining marketing partner relationships and calendars. A non-traditional work environment, this position will sometimes vary week-to-week and is dependent on the schedule of events and marketing activities at any given time. Availability on evenings and weekends will be required at times.

### **Responsibilities:**

#### *Events and Sponsorship*

- Maintain and update event calendars in coordination with marketing and sales team.
- Event lead and execution of off-site events including sponsorship execution, partner events, beer festivals, etc.
- Assist the Retail & Hospitality Manager with Internal Taproom Events
- Ensure delivery of our sponsorship requirements and success of our activations.
- Advanced and organized preparation for events and sponsorship execution. Including but not limited to off-site sampling permits, staffing, gear organization, work-back schedules, itemized timelines, etc.
- Maintain the inventory, control and cleanliness of all event gear and support items.
- Coordinate charity sponsorship gifts and/or donations.

#### *Social Media and Marketing*

- Generate and maintain social media content calendar for all active and future channels.
- Execute plans where necessary based on needs from Marketing & Brand Manager.
  - Keep the Garrison brand, sound, look and feel cohesive while curating unique messages for each platform.
  - Follow our content pillars appropriately and with intention.
  - Be innovative in your approach and bring new ideas to the table.





- Schedule posts, content (photos, videos, and copywrite) based on needs and
- Develop and maintain relationships with social influencers & fans through various feedback channels.
- Maintain our excellent response rate when interacting with followers & customers.
- Assist in the development of purchased media strategy.
- Assist in the development of earned media strategy.
- Coordinate release and execution of earned media.

### General Skills

- you are passionate about craft beer, the hospitality industry, and our local community.
- you have some relevant work experience and/or education.
- you are proficient in social media platforms such as Facebook, Instagram, Twitter, TikTok.
- you are confident and able to work both independently and collaboratively within a team.
- you are organized, detailed, and have effective time-management and planning skills.
- you are driven to achieve both your individual goals and the overall goals of the company.
- you have excellent written communication skills including short form writing that is clear and concise, and the ability to speak our brand tone.
- you are a creative problem solver, flexible and able to work through challenges and changes.
- you have a valid driver's license, clean abstract and no criminal record.
- photography skills are considered an asset.

### Why Garrison?

This is your chance to join a dynamic, passionate, and professional team, all focused on creating and selling premium craft beer to a growing customer base. Just a few of the extra perks include:

- use of company vehicle and phone
- optional enrollment in our comprehensive health benefits plan and group RRSP
- year end bonus
- weekly beer allowance and discount at our retail stores
- access to some of our community partner events

At Garrison, we recognize the importance of a diverse and inclusive workplace. We encourage job applications with diverse backgrounds, and do not discriminate based on gender, religion, race, disability, sexual orientation, age, or any other status.

Please send your resume and cover letter to Julia Parent: [jparent@garrisonbrewing.com](mailto:jparent@garrisonbrewing.com). Only those selected to interview will be contacted. Thank you for your interest!

