Field and Forge Brewing Co., is currently looking for a **Design and Marketing Lead**, to be part of an exciting opportunity in Innisfail, AB.

Position Scope:

The Design and Marketing Lead is responsible for assisting the Business Development Manager with the development and implementation of the marketing and communications strategies in order to promote Field & Forge Brewing and its complimentary brands.

Administrative Responsibilities:

- Foster strong and positive communication between all external and internal customers and stakeholders.
- Lead the Microsoft Teams channels for sales, marketing and design. Ensuring that the appropriate images and tools are prepared for different teams within the business.
- Lead the online portal, label artwork uploading and review process with Summit Labels.

Brand Management:

- Social Media management for all brands including Instagram, Facebook, Twitter, LinkedIn.
- Maintenance of company website in addition to company newsletters.
- Design requirements for the Brewery and Restaurant – logos, packaging, retail tools.
- Drive the creative process for company social media campaigns, website development and events.
- Assist with planning and executing events, including managing ticket sales and promotion.
- Provide feedback to Management on social media response to campaigns and events (ie: number of guests attending Facebook event)
- Respond to customer inquiries from social media – answering where possible and directing inquiries to the appropriate teams when necessary.

Key Role Qualifications & Experience Required:

- University degree, diploma or combination of education and experience
- 5-10 years related work experience
- Marketing and packaging design experience considered an asset
- Brewery /Distillery /Winery experience considered an asset
- Self-directed, proactive, resilient individual with an eagerness to excel and is accustomed to a fast-paced environment

Key Competencies:

- Excellent interpersonal skills
- Detail-oriented and thrives in a fast-paced environment
- Time management skills
- Attention to detail
- Effective organizational skills
- Excellent communication skills both verbal and written
- Ability to multi-task and execute a wide range of details and tasks quickly and effectively
- Good judgement/problem solving ability along with strong customer service and relationship building skills
- Able to work independently and as a member of a team
- Ability to maintain records and keep track of all areas of responsibility
- Must be team-oriented, as a key player in the successful running of the office's operations

Application Details:

If you would like to be a part of our growing and dynamic team of professionals that take pride in their work and strive to be the best in the industry, then we encourage you to send us your cover letter, resume and a recent work/project portfolio.

Thank you to all applicants; however, only candidates selected for an interview will be contacted.