

The Oxford Artisan Distillery

Old Depot, Cheney Lane, Oxford OX3 7QJ | Tel 01865 767918



JOB DESCRIPTION: Brand Manager, The Oxford Artisan Distillery

The Oxford Artisan Distillery is a 'grain-to-glass' craft distillery located in the centre of Oxford. Opened in July 2017, Oxford Dry Gin and Oxford Rye Vodka have been at the forefront of our portfolio. This is about to change when at the end of 2020, we will launch our first whisky brand. The distillery has welcomed over 10,000 visitors since it opened.

Role

Overseeing the core portfolio with full responsibility for Brand, budget, the writing of marketing plans, marketing plan execution and evaluation, is the role on offer.

Based at the distillery, you will also directly manage our website and social media channels. You will be our Brand guardian and 'storyteller'.

The Brand Manager role will report directly to the Managing Director.

Key Functions

- On-site gathering of stories and anecdotes for daily use in all customer and investor facing materials and channels
- Working with key stakeholders and external agencies to build a communications plan
- Managing twitter, Instagram, Facebook and YouTube accounts
- Creating and posting content
- Interacting with social commentators
- Growing the social channels
- Identifying and managing social media partners
- Creating, updating and circulating monthly media and social media performance
- Content creation; on and off-line
- Building a PR plans and drafting PR releases, working with our external PR agency
- Principal point of contact for media inquiries
- Work shoulder to shoulder with sales to develop trade marketing support and drive rate of sale and revenues
- Drive onsite direct sales and tours through awareness campaigns
- Drive awareness of our event programme
- Collating our news digest
- Take lead project role for our Annual Party.

Candidate Requirements

Core

- a Brand Manager, looking for their next role and autonomy who wants to grow with a business
- spirits /drinks experience preferred
- experience of budget management

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- agency management experience, including writing of succinct briefs
- confident, creative, numerate & analytical
- living in or close to Oxford
- a strong team player with the ability to engage with internal and external stakeholders

Other

- experience with database
- good English language skills
- ability to produce high quality in-house presentations
- Microsoft literate

Location & Hours

The role is based at The Distillery, but the role will require attendance at meetings in London and at key events throughout Oxford, Oxfordshire and the UK.

Your normal working hours shall be 40 hours per week and such additional hours as are necessary for the proper performance of your duties. Core hours are Monday – Friday, 9am-5pm, however from time to time you will be required to help (as part of your role) with weekend events. Time off in lieu is given on these occasions.

Other Essentials

Clean UK driving license and ideally with access to own vehicle
Legally authorized to work in the UK

Prospects

It is anticipated that the marketing function at the distillery will expand relatively quickly. We are looking for a candidate in this role who can grow with increasing workload and responsibilities with promotion a strong possibility.

Salary

Full time; £30,000 p.a.

We believe that a diverse team of enthusiastic, hard-working, skilled & like-minded people is pivotal to success. Our employees help us make a difference & grow as a business. Therefore, creating equal opportunities is an intrinsic part of our recruitment process. We welcome applicants from all walks of life regardless of culture, ethnicity, gender, religion, sexual orientation and disability. So, if you're interested in joining us, we look forward to hearing from you.