



## White Peak Distillery Marketing Manager

We have an exciting opportunity for a full-time Marketing Manager reporting directly to the Distillery founders. We are looking for a talented person to join our team immediately. This is a hands on, wide ranging role, focusing on developing our brand, building brand awareness and driving sales across multiple channels. A unique opportunity to join our business at a very exciting time, with our inaugural whisky release in October 2021. Whilst we have been producing and selling gin for some time, whisky is our core product (requires ageing for min 3 years) so this opportunity is to join us at the launch of our whisky brand.

This role requires somebody who can communicate with ease, both internally, and with external customers and stakeholders. As the Company is a relative start-up, the role also requires someone who is a self-starter and prepared to have some involvement with wide-ranging aspects of the business.

### Key Responsibilities

Work closely with our E-commerce Manager to research, plan and execute a marketing plan for all aspects of White Peak Distillery's sales channels (whisky, gin, rum, tourism and events). Drive growth across direct to consumer and trade sales channels. Build brand awareness and engage with new audiences across digital and traditional platforms. Evaluate and report on the effectiveness of marketing opportunities and activities.

1. **MARKETING** – planning, execution and management of content across social media channels and direct mail, including customer segmentation and messaging. To prioritise and implement a personal and tactical approach around customer segmentation in marketing campaigns. Offline marketing relating to campaigns, promotions & events. Ensuring all content is engaging and relevant to our target audience. Work alongside E-commerce Manager to ensure all digital content is SEO. Establish links to attract new customers, track marketing campaigns, ROI, and communicate all results effectively to inform planning. Liaise and engage with local marketing groups, tourism & hospitality businesses, providing content where appropriate and updating on campaigns. Cultivate strong relationships with local & online influencers.
2. **COPYWRITING** - A strong grasp of the English language and flair for creative writing and storytelling so that messaging and tone of voice is on brand for all social media posts, blogs, articles, web-site content and advertising. Keep 3<sup>rd</sup> party websites e.g. local tourism up to date with content, images and information. Put together marketing material for trade and sales brochures, consumer e-shots. Provide editorial content for publications.

3. **VISUAL** - Basic photo and video capture, demonstrating creative flair and ability to communicate our brand through visual as well as written content. For larger projects and campaigns provide creative direction for photographers and graphic designers.
4. **EVENTS PLANNING & MANAGEMENT** - Plan and organise in person and online events for our communities; whisky club members, cask owners, investors, followers, partners, local businesses and the charities with which we work. Support trade events. Research and put together a planned itinerary of events to support growth locally, nationally and internationally. Support with marketing materials and set up.
5. **COORDINATE** - Liaise and manage other creatives and agencies to provide graphic design, photography and other visual elements to create digital and print marketing materials.

### Skills and Experience

This role would suit an aspiring, dynamic and forward-thinking person with a strong work ethic and a 'can do' attitude. Marketing/English graduate position with relevant experience which can be applied to Spirits and tourism. A passion for what we're doing, and our future aspirations to build a global whisky brand.

- Ability to recognise and develop new opportunities
- Skilled communicator, both written and verbal with particular attention to detail
- Creatively focused
- Excellent planning, time management and organisation skills
- Marketing and promotions, including engagement via social media
- A genuine passion for customer service

### Working at White Peak Distillery

- A unique opportunity to join us from the launch start of our whisky and make a tangible difference to the company's growth.
- Part of a small but growing team passionate about our spirits and our brand.
- Competitive salary and holiday allowance.
- Staff discount.
- This role is primarily office-based but may include some home working.
- The role will require some flexibility regarding days and hours worked to accommodate events and maintain customer service levels.

To apply please send a CV and Cover letter [to info@whitepeakdistillery.co.uk](mailto:info@whitepeakdistillery.co.uk)

**Closing date for applications 30<sup>th</sup> April 2021.**



White Peak Distillery

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