



MARKETING & EXPERIENTIAL MANAGER
Bangarang Beverage Co.

JOB LOCATION: London or Toronto

COMPANY: Bangarang Beverage Co, a part of Equals Brewing Co

REPORTING TO: Head of Marketing & Sales

POSTING TYPE: Full-Time

Are you creative, invigorated and passionate about producing remarkable work? Ready to roll your sleeves up and make things happen?

If so - Bang on!

COMPANY DESCRIPTION: Launched in the heart of the pandemic, we wanted to provide some colour and fun to the world – we are United in Life’s Adventure. We are based in London, Ontario and have a range of fantastic hard seltzer products created, brewed and sold by a team of amazing people.

We are looking for another phenomenal individual to join our team and continue to help bring this virtually untapped brand to life in our first full year. We look for entrepreneurially spirited leaders who are ready to take on a great opportunity and deliver results for the team.

KEY AREAS OF RESPONSIBILITY INCLUDE:

BRAND & TRADE:

- Support bringing to life Bangarang brand vision and strategy
- Conduit of brand and digital agency relationships
- Trade program building and execution with Sales team

EXPERIENTIAL:

- Liquid to Lips - create and execute tactical and environmentally appropriate sampling programs to generate trial and awareness amongst our target consumer base.
- Responsible for hiring, managing and leading summer brand ambassadors

BANGARANG COMMUNITY

- Foster and continue building an engaged and passionate Bangarang Community
- Lead & publish a creative monthly newsletter
- Execute our Team Bangarang Club program - create custom experiences and special offerings for our loyal members

DIRECT-TO-CONSUMER LEAD

- Own the unique opportunity of connecting directly to our consumer through our online store



- Lead our Tasters Innovation program and create exclusive offerings and promotions available through the store

WE ARE LOOKING FOR:

- PASSION, FIRE, ENERGY.
- SOLUTION ORIENTED MINDSET
- A student of the trade; excited by and curious about impactful and breakthrough marketing campaigns
- Social Media expert, understands latest trends and platforms
- 1-2 years of customer marketing experience in a consumer-packaged goods environment
- Beverage alcohol industry experience is an asset

JOB REQUIREMENTS

- Post-secondary education
- Ability to work full-time Monday - Friday. The nature of the role may require non-traditional hours at times
- Ability to work weekends during key promotional periods
- Ability to lift 30lbs comfortably
- Proven ability to build strong working relationships, internal and external
- Effective communication, both written and verbal; strong presentation skills
- Computer skills with ability to use MS-Office and/or Google Docs
- Valid driver's license, clean driving record and access to a vehicle
- Smart Serve training considered an asset

Bangarang Beverage Company is an equal opportunity employer. Each job posting and candidate selection process that Bangarang undertakes will consider all qualified applicants for employment for our team without regard to race, colour, religion, sex, national origin, age, disability, or any other legally protected factors. Bangarang will work with qualified applicants on accessibility accommodations during all levels of our internal recruitment process. Please notify Bangarang of any accessibility requirements in an e-mail and our team will work alongside you to ensure your needs are met.

APPLICATIONS DUE BY MARCH 11, 2021

Bangarang thanks all applicants for their interest but only successful candidates will be contacted

Please email hello@drinkbangarang.com to apply.