

15 April 2019

MARKETING & COMMERCIAL PROJECTS GRADUATE

We're on the hunt for an energetic, ambitious and consumer focused **Marketing / Social Media and Commerce Graduate** to join our dynamic Founders First team based in Melbourne. Founders First is Australia's first craft alcohol accelerator. We partner with ambitious entrepreneurs to help accelerate the growth of their craft beer and spirits business.

This is a newly created role and a great opportunity for the successful candidate to experience the fast growing world of craft, and create immediate impact by supporting the Founders First team, and our partners such as Jetty Road Brewery, and Foghorn Brewery, to build brands that consumers love!

A great role for a sharp commercial marketer, you will have the opportunity to support the development of winning brands – ranging from building brand plans, to social media/digital activations, broader consumer pull activations with and for our customers, and work on some exciting commercial projects as and when required. This work will relate to both the FF brand and our partner craft brands.

Reporting to the **Sales Director** initially, you will work very closely with the PR/Communications Manager, and will assist in bringing to life our sales and marketing strategies across social media and digital channels in order to accelerate the growth of our brands.

The role will take guidance from the PR/Communications Manager and be responsible for planning, briefing and developing content for multiple channels that is aligned with each of our brands strategies and within brand guidelines. At times the role will also provide administration support for our Founders First sales team.

Key responsibilities include:

- Under the guidance of the PR/Communications Manager, support the co-ordination, curation, and management of content calendar for social media and digital channels including but not limited to: Facebook, Instagram, LinkedIn etc
- Work directly with our partner brands to centralise brand collateral that will create engaging digital content across multiple channels with consistent brand messaging.
- Assist Sales & Marketing Directors in executing strategies and initiatives including: social media execution, digital campaigns and brand pull-through and NPD activations
- Create, monitor, and optimise paid social media advertising
- Engage key FF influencers (sporting and media personalities) to develop content that can be leveraged across social and digital channels

- Manage campaigns within budget and evaluate the performance of all social content, campaigns, and strategies, providing feedback for continuous improvement
- Develop reporting tools to review ongoing performance across social media channels
- Support partner brands to acquire and maintain an engaged online community and provide direction in communicating and responding to customer enquiries, comments and messages
- Monitor competitor activity across all channels
- Provide support with venue execution including bringing to life brand experience in venues
- Provide admin support for the Craft Collective (FF sales team)

About You:

- Tertiary qualification in Commerce (Marketing) and/or Communications
- Both a deep technical knowledge and passion in building brands across all social and digital channels.
- An entrepreneurial mindset and a strong willingness to actively collaborate with our partners in building their brands.
- A passion for the craft beer and spirits industry
- Proven experience creating and managing social & digital content across various channels
- Proven experience executing successful social media campaigns including paid media
- Demonstrated ability to multi-task and prioritise.
- Solid understanding of social media platforms and their respective audiences; in particular Instagram, Facebook and LinkedIn
- Understanding of SEO and web traffic metrics to optimise ROI
- Creative flair with the analytical strengths to commercialise opportunities.

To apply please email a brief application by Wednesday 24th April, and summarised CV to cameron@foundersfirst.group