



RADEMON ESTATE
SHORTCROSS[™]
S M A L L - B A T C H D I S T I L L E R Y

Title: Digital Marketing
Salary: Upon experience up to £30k per annum
Reporting to: The Directors
Location: Crossgar, County Down, Northern Ireland
18 miles South of Belfast City Centre.

The Role

You love to be in the midst of all things social, a creative mind who is methodical and can plan.

Your main responsibilities will include:

- Create, implement and lead digital brand activations and campaigns.
- Maintain the company website online content including e-commerce, website and e-marketing.
- Deliver creative and original content
- Respond to all external and partner requests for marketing collateral including creation of imagery and one off content for POS.
- Create content to drive online store sales.
- Create engaging content across all channels to build awareness of our visitor centre and tasting experiences.
- Be proficient in the use and management of Shopify
- Measure performance of digital marketing projects and provide regular reporting using web analytics

Essential Criteria –

1. Minimum three years' post graduate work experience, with a clear and proven track record in developing and implementing digital marketing content and campaigns.
2. Must be a strong communicator.
3. Excellent time management skills with the ability to prioritise own workload and adhere to deadlines.
5. IT literate with graphic design software experience-
- 6 previous experience of working in a similar role within the FMCG/Retail industry.
7. Experience of graphic design packages such as Photoshop, InDesign, Illustrator.

Please complete an application form and please return to sales@shortcrossgin.com