



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
Reporting to: The Directors
Location: Crossgar, County Down, Northern Ireland
18 miles South of Belfast City Centre.

The Role

We are seeking someone who loves food and drink, has a creative mind, is methodical, can plan ahead all whilst working in a fast paced environment. You will be part of the Shortcross team but ultimately you will be a team of one, so we need someone who will be master of their own decisions and deadlines! You will have a passion for Gin, Cocktails and Whiskey and love engaging with all our Shortcross followers.

Your main responsibilities will include:

- Create, implement and lead our digital & social strategies.
- You will be the first point of contact for all marketing activities.
- Create, implement and lead digital brand activations and campaigns.
- Maintain all online content including e-commerce, website and e-marketing.
- Understand and undertake SEO & PPC locally and further afield
- Prepare creative ideas for content marketing and website updates.
- Measure performance of digital marketing projects and provide regular reporting using web analytics.
- Manage Budgets and work to targets ensuring RoI and meeting KPI's.
- Be confident in delivery of creative content writing, have a solid knowledge of writing engaging copy and experience with blog/article writing.
- Excellent IT knowledge including graphic/web design software
- Respond to all external and partner requests for marketing collateral
- Work with collaborators
- Manage costs and external parties.
- Confidently report and keep track of your day to day activities.
- Hand's on support at the distillery during key trading times



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

Essential Criteria –

1. Minimum four years' post graduate work experience, with a clear and proven track record in developing and implementing marketing content and campaigns. With a great commercial awareness.
2. Must be a strong communicator with experience of influencing and engaging others.
3. Excellent time management skills with the ability to prioritise own workload and adhere to deadlines.
4. Excellent attention to detail
5. IT literate with strong Photoshop or similar graphic design software -
6. Third level qualification and ideally a CIM Qualification
7. Own car and full clean driving licence

In return, you will receive a competitive salary and the chance to work for a great company, great gin and other benefits.

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

We kindly ask recruiters not to contact us.