



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 a 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.
- Undertake and manage SEO & PPC – min 3 years experience.
- 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.
- Deliver creative content writing, have a solid knowledge of writing engaging copy.
- 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.
- Drive sales to our online store
- Be proficient in the use and management of Shopify.



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Essential Criteria –

1. Minimum five 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.
3. Excellent time management skills with the ability to prioritise own workload and adhere to deadlines.
4. Undertake and manage SEO & PPC – min 3 years experience
5. IT literate with expert graphic design software experience-
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 ingrid@shortcrossgin.com

We kindly ask recruiters not to contact us.