



EMPLOYMENT OPPORTUNITY
(Permanent, Full-Time)

POSITION: Marketing Coordinator, RTDs & Spirits
DIVISION: Aquilini Beverage Group, Canada
REPORTS TO: Marketing Manager
LOCATION: Vancouver, BC

COMPANY PROFILE:

Aquilini Group (“AG”) is a diversified family business founded in Vancouver, BC more than 50 years ago with roots in the real estate development and construction industry. Today the company owns and manages an international real estate portfolio that includes commercial and residential properties, hotels, golf courses, vineyards and blueberry and cranberry farms. In addition to its ongoing pursuits in real estate development and construction, AG has expanded its holdings to include assets in the sports & entertainment, renewable energy, aquaculture, tourist attractions, restaurants, and food & beverage industries.

Aquilini Beverage Group (“ABG”), a division of AG, is a leading North American beverage producer with a portfolio of wine brands, ready-to-drink beverages and an innovation lab dedicated to the research and development of new and unique products. ABG is growing at a record pace, and always looking for new ways to captivate consumers with compelling beverage concepts, including our category-changing ready-to-drink beverages, a portfolio of successful wine brands primarily from Washington State, and spirits.

SUMMARY:

Our Marketing Coordinator is a self-starter with initiative and versatility to excel in the dynamic environment of our fast-growing company. The successful incumbent is committed to supporting the team and contributing towards delivering the strongest results possible. Strong interpersonal and organizational skills, effective communication, and the drive to succeed are key traits. This is a well-rounded role for an up-and-coming professional interested in marketing, sales, and business administration for our Canadian wine and spirits business. The role requires on-site presence at our head office located in downtown Vancouver, BC.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

(other duties may be assigned, as required)

Sales & Marketing

- Submit listings/registrations and sample mock-ups for new products to liquor boards
- Book ad runs, pricing changes and LTOs with liquor boards
- Gather sales and marketing data for team to support business decisions
- Work with team and suggest ideas for programs and marketing materials
- Source merchandising and contest items, coordination with sales agency
- Ship marketing materials and files (where relevant) to stores and sales agents
- Suggest, apply for and attend various consumer tastings and marketing events

- Carry out event planning (including materials/product logistics) & client hosting and maintaining guest lists
- Create and maintain annual calendar of programs, consumer and trade tastings and events
- Liaise with external sales agencies and communicate their needs to the executives
- Communicate promotions and new product info to accounts, agencies and inside sales
- Assist executives with competitive market analytics, pricing, and forecasting
- Liaise with finance to manage delivery of weekly/monthly reports
- Trademark search /submission for potential brands and product names
- Prepare presentations, submissions, media and sell sheets
- Submit packaging submissions to government compliance and liaise with creative for packaging
- Assist in managing social media agency posting and calendars, including influencer outreach and shipments
- Respond to customer email inquiries for all brands regarding product, sponsorship/charitable opportunities and complaints; seek feedback and resolve issues

Administration

- Manage BC online ordering platform (Liquify) by inputting upcoming LTOs and processing order requests
- Prepare meeting materials including agendas, presentations, and minutes
- Create and maintain standard operating procedures to streamline training
- Record project updates via Basecamp and SharePoint
- Event cost analysis
- Research and book travel and accommodations for executives
- Maintain outlook calendars and report monthly expenses for executives
- Book appointments and manage meeting spaces
- Office maintenance (i.e. restock supplies, organize workspace/stockroom)
- Manage product sample inventory
- Manage logistics and shipping for samples
- Source competitive quotes for product shipments, marketing materials, printing, etc.
- Distribute internal mail
- Catalogue files and legal documents

REQUIRED EXPERIENCE AND QUALIFICATIONS:

- Industry experience preferred - familiar with alcohol beverage, liquor boards and private retail
- Coordinator or administrative experience in a similar role
- A diploma or degree in sales, marketing, or administration, or equivalent
- Proficiency in MS Office (Outlook, Word, Excel, PowerPoint)
- Impeccable accuracy with numbers and high level of attention to detail
- Excellent interpersonal skills
- Strong communications skills (written and verbal)
- Professional demeanor and presentation
- Ability to work proactively both independently and in a team environment
- Solid work ethic, ability to prioritize, meet deadlines and work in a fast-paced environment
- Ability to handle confidential information in a discreet, professional manner

Interested, qualified candidates are invited to submit their resume by applying through our website at jobs.aquilini.com. This position will remain open until filled.