



COLDSTREAM
— C L E A R —
DISTILLERY

Marketing Summer Student

Location: 241 Crossley Avenue, Truro NS

Are you passionate about the beverage alcohol industry and Coldstream's vision to make the best tasting spirits and the most memorable times? In this role you will be part of Nova Scotia's largest craft distillery and help our marketing team share all the exciting products and the Coldstream Experience with others.

Responsibilities:

- Constant creative conceptualization and iteration for fully integrated campaigns.
- Help strategize new opportunities and improvements for creative content across various channels
- Can lead and guide creative from concept stages through to production and deliver the final product
- Create brand consistency and share the Coldstream story
- Bring style, culture and trend inspiration to the team
- Maintain brand standards and consistency of brand voice
- Develop proactive ideas and innovative creative solutions that address brand and business goals

Social Media Management

- Content Creation
- Copywriting for ads and organic content
- Creating engaging stories for all channels
- Planning & facilitating photo shoots
- Work with designers on various ads and marketing materials
- Assisting with IG reels & Tik Tok

Micro Influencer Strategy Development

- Seek out potential partnerships and implement campaigns

Qualifications:

- Ability to work independently and as a team
- Excellent analytical and project management skills
- Strong verbal and written communication skills
- Strong organizational skills, a keen eye for detail, and the ability to manage multiple projects at once
- Experience in digital marketing
- Solid knowledge of Instagram, & Facebook
- Photography and Videography background considered an asset

Compensation: 35+ hrs per week. Weekends required as needed. Apply with resume and cover letter to jobs@coldstreamclear.com