



Digital Marketing Manager

Dave's Travel & Events Group has established itself as a leader in local beer tourism and is on the move into the Meetings & Events space to help further spread the good word of local beer and local production. The group is made up of a handful of business including Brewery Tours, Pub Walks and Events and has operations across NSW and interests' outside of the Dave's Group, including The Institute of Beer and Aussie Ale Trails.

Our online presence is an important communications and sales channel and we recognise the need for awesome content as a key driver of success.

We're passionate about great beer, local production and the communities we operate within. Being able to connect and communicate online means we are able to take our efforts and messages for championing local and encouraging more beer exploration is a major part of our future development. We have established a baseline, and now looking for someone to take it and do some awesome stuff!

We're looking for someone who knows the digital landscape and has a keen passion for local: Local beer, local production, local going's-on's. The perfect candidate will not just be able to post great pics, they will feel comfortable within the leadership team and lead conversations from a position of strong understanding of the strategies and stats delivering the online objectives across the group.

With total control of our online presence, we are looking for someone who wants to dig in alongside the rest of our team in taking the local beer exploration and education message forward. Each of the businesses are in different stages of "start-up" so there is always a heap to do and limited resources to do them with. Ingenuity will be key for success here. We're a good bunch with big ideas, so aligning to our values is not just good for us, it's vital for you too, making the hard work even more valuable all round.

And if you're up for leading some tours, talking and pouring local beers at events or helping educate people about beer then this is going to be your perfect job!

Key responsibilities include:

- Online and social media strategy and execution
- Online communications
- Acquisition and conversion through the online store
- Content schedule management
- SEO/SEM management
- Website content updates
- Website maintenance and development Project Management (management of external developer)
- Analytics and reporting
- Online budget
- Email marketing plan
- Database management
- Influencer engagement

Essential:

- 2 years (min) experience in digital space, PR, comms
- Demonstrable passion for beer, community, design and digital marketing
- Strong design skills (photoshop, InDesign, wordpress, mailchimp)
- Strong writing skills
- Strong layout skills
- Strong project management skills
- Clear, proven experience and understanding of reporting effectiveness of campaigns
- An insatiable desire to create conversation and spark discussion
- Strong understanding of e-commerce and digital marketing
- Experience in web design or website administration
- Attention to detail with an ability to communicate clearly and concisely
- Able to respond quickly to multiple projects and work well under pressure, effectively handling conflicting deadlines, unexpected delays, revisions, ad hoc requests and changing priorities
- Must have own laptop with Adobe and Office software

If this sounds like something you'd be ACE at, then please send your CV along with a cover letter telling us all about you to info@daves.com.au Your letter should include your views on how digital plays a role for our group and local beer and what you want out of taking this role on with us. We would also love to see some of your work, so please include a portfolio of your digital work and/or links to where we can check out your style.

This is a full time role, however for the right candidate we are happy to consider a part time arrangement that works for all.