



POSITION DESCRIPTION

MARKETING ASSISTANT (FULL-TIME)

THE ROLE

This is a full-time, permanent position based in Bright, Vic.

Position Overview

Bright Brewery is seeking a creative and adaptable Marketing Assistant to support the execution of our marketing plan and brand strategy. In this role, you will work closely with the Marketing Manager to ensure alignment across all marketing efforts and initiatives, contributing to the growth of the business and strengthening our brand presence.

Key Responsibilities

- 1. Overall Brand**
 - Assist the Marketing Manager in executing the marketing plan.
 - Ensure adherence to brand guidelines in all aspects of marketing execution.
- 2. Sponsorships & Partnerships**
 - Oversee deliverables of sponsorship and partnership agreements.
 - Collaborate with the Marketing Manager to establish relationships with sponsors, partners, ambassadors, and influencers.
- 3. Wholesale Marketing**
 - Work with the Sales team to identify marketing opportunities.
 - Collaborate with the Marketing Manager to execute plans to support these opportunities (e.g., competitions, giveaways, branding, collateral).
- 4. Promotions & Campaigns**
 - Assist wider marketing team in executing campaigns.
 - Liaise with suppliers to design and create campaign materials.
 - Coordinate the distribution of beer samples when required
- 5. Online Sales**
 - Collaborate with the Digital Coordinator to identify growth opportunities and execute growth plans to meet marketing objectives.
- 6. Events Marketing**
 - Regularly review overall event performance to ensure alignment with business goals.
 - Represent Bright Brewery at key festivals and events as required.
- 7. Venue Marketing**
 - Assist in the design and production of promotional materials for our venues.
 - Collaborate with the Venue Teams on the strategic delivery of key functions at the venue (non-operational).
- 8. Merchandise**

- Collaborate with the Marketing Manager and/or Brand Manager to design and develop new merchandise lines.
- Coordinate the sourcing and ordering of merchandise from suppliers
- Regularly review inventory and stock levels for all merchandise and branded items, ensuring timely reordering.
- Regularly review Merchandise performance to ensure delivery of business goals

9. Other

- Document marketing processes.
- Undertake other tasks as directed by the Marketing Manager.

REPORTS

This role reports to the Marketing Manager or, in the absence of the Marketing Manager, to the Brand Manager.

This role works closely with other team members including the Digital Marketing Officer, Venue Team and other staff members.

This role has no direct reports.

YOU ARE

A dynamic and data-driven individual with a passion for marketing. You're a critical thinker who can creatively problem-solve and generate new ideas, all while working well independently or as part of a team. With a keen eye for detail, you are also skilled at managing tasks efficiently and accurately.

YOU HAVE

- Previous marketing experience or qualifications in communications, marketing, or related discipline, or relevant industry experience.
- Full proficiency in Microsoft Office, including SharePoint, for day-to-day activities.
- Knowledge of marketing, communications, and social media principles.
- Strong organizational and time management skills.
- Strong attention to detail
- Proficiency in Adobe Creative Suite software and/or Canva highly regarded.
- Experience in branding & design is an advantage but not essential.
- Well-developed written and oral communication skills.
- A current Victorian driver's licence
- A current Victorian RSA (or be willing to attain one before starting in this role)
- A love for, or some knowledge of, craft beer
- A shared commitment to Bright Brewery's values: living a sustainable, authentic, inclusive and active lifestyle

THIS POSITION INVOLVES

- Adaptability in responsibilities and focus to accommodate potential changes in strategic direction
- Punctuality with a well-presented appearance.
- Responding to and if required escalating customer questions and complaints.
- Becoming familiar with Bright Brewery, its products, services, events, and venue operation
- Attending staff meetings and all training sessions as required.
- Other duties as directed.
- Occasional weekend work, travel and overnight stays away from Bright

AUTHORITY

The Marketing Assistant may:

- Incur/expend budgeted costs (cash or product) under \$200 without prior approval

The Marketing Assistant may not:

- Incur/expend budgeted costs (cash or product) over \$200 without prior approval of the Marketing Manager
- Enter into any new contracts, agreements, sponsorship arrangements (or otherwise) without prior approval of the Marketing Manager

POSITION DETAILS

- Full-time, permanent contract
- Hours may include weekend work, evenings and public holidays (particularly in event season)
- Based in Bright, VIC

Why Join Bright Brewery?

- Be part of one of Australia's most iconic craft breweries.
- Join a passionate, collaborative team in the stunning Alpine region.
- Enjoy a creative, dynamic role with ample opportunities for innovation and growth.

The Perks of the Gig!

- Subsidized gym memberships
- A 'going green' initiative
- Bright Brewery staff account
- Access to mental health services and support
- Encouragement and paid support to join local and industry-related associations and groups
- Potential for subsidized professional development
- Occasional travel and lifestyle rewards
- A generous "Time Off In Lieu" system for overtime and event work
- A genuine seat at the table in shaping the brand and future of Bright Brewery
- Continuous training and professional development
- Support for taking initiative and cultivating ideas
- Numerous team and business social events
- Access to some of the best beers available!

If you're eager to grow in a dynamic marketing role and contribute to an exciting and evolving brand, we'd love to hear from you!

Bright Brewery is an equal opportunity employer, committed to inclusion, diversity, and equality across our entire business.

Apply Now: Send your resume and cover letter to selina@brightbrewery.com.au.

OUR BRIGHT BREWERY VALUES

- 1 ACTIVE**
- We are active in our community
 - We embrace active lifestyles
 - We create innovative products
 - We are engaged with our people, our community and our market
- 3 AUTHENTIC**
- We do what we say we're going to do
 - We deliver on our commitments
 - We are honest and respectful in our relationships
 - We create genuine products and experiences



- 2 INCLUSIVE**
- We are an inclusive place of gathering for our community and foster a sense of belonging for all
 - We provide an inclusive workplace for our staff
 - We foster a supportive team environment
 - We value and respect the diverse talents and perspectives of our team
 - We design our products and experiences with inclusivity in mind
- 4 SUSTAINABLE**
- We're passionate about our Alpine environment
 - We seek to minimise our environmental impact
 - We manage our business for the long-term, providing a viable future for our community, our staff, and our customers