

**Role:** On-Site Marketing Intern

**Location:** Tuthilltown Spirits Distillery

**Hiring Leader:** Visitor Experience Manager - Tuthilltown

### **About William Grant & Sons**

William Grant & Sons is a family-owned independent distiller with a portfolio of award-winning brands. These include our eight core brands: Glenfiddich, Grant's, The Balvenie, Tullamore D.E.W., Drambuie, Hendrick's Gin, Sailor Jerry Rum and Monkey Shoulder. With a global presence, our business is in an exciting period of growth, and we're seeking to expand our team with interns.

Are you interested in an internship that will allow you to gain hands-on experience and apply what you've learned in the classroom to a real work environment? Our internship program is designed to allow our interns to be fully immersed in the day-to-day activities while working on both short- and long-term projects.

Our paid summer internship is expected to be an 11-week program (29 hours/ week) from June 7 to August 20, 2021. The role will be held on-site at our Tuthilltown Spirits Distillery. Please consider your availability before applying for the internship.

Our Intern will work directly with the Tuthilltown Site Ambassador to identify opportunities to enhance the consumer experience and generate ideas and strategies to increase foot traffic to the site.

### **Accountabilities:**

- Own an individual project with strategic business impact and present the project to senior leaders
- Execute various projects to grow site awareness, drive foot traffic, and increase customer engagement, including:
  - Review current marketing efforts and inventory all print collateral and ad creative
  - Learn Tuthilltown's current social media strategy and develop new campaign ideas that deliver meaningful content
  - Research and monitor all social media platforms and document industry content, themes, and trends
  - Develop ideas and strategies to increase foot traffic through events and digital media channels by using industry research and general brainstorming
  - Develop and propose template and content pillars for e-newsletter relaunch
- Create suite of KPIs that evaluate our marketing efforts and customer engagement
- Assist with customer engagement opportunities through retail, tastings, and visitor experiences

### **Skills and Qualifications:**

- At least 21 years of age
- Currently enrolled in a 4-year college or university pursuing a Bachelor's degree or in a Graduate level degree program with relevant coursework in Marketing, Communications, and/ or Analytics
- Ability to work on-site distillery and to adhere to all work place safety procedures and COVID-19 protocols
- Experience in retail, hospitality, or similar industry preferred
- Solid knowledge of MS Excel, Word, Power Point
- Skilled in social media marketing that drives results
- Creative thinker with excellent written and oral communication skills
- Demonstrated ability to effectively manage multiple projects and assignments
- Embodies a strong work ethic and attention to detail and is self-motivated
- Warm, enthusiastic and energetic personality that is welcoming to visitors and co-workers
- Entrepreneurial spirit with demonstrated resourcefulness and problem solving skills
- Values and embodies creativity, excellence, integrity, responsibility, and professionalism

At William Grant & Sons, we celebrate diversity and are committed to creating an inclusive workplace for the benefit of our employees, our products, and our community. We're proud to provide equal opportunity to all applicants regardless of race, color, religion, marital status, age, national origin, sex, gender, gender identity or expression, sexual orientation, pregnancy, status as a parent, national origin, physical or mental disability, veteran status, family medical history or genetic information, or any other characteristic protected by applicable law.