AUSTRALIAN VINTAGE

Digital Marketing Executive

- Values-driven culture and flexible work environment
- Competitive benefits offering, including 26 weeks of paid primary carer parental leave, and Birthday Leave!
- ASX listed, global wine business

About Australian Vintage:
At Australian Vintage we create wines that delight and inspire consumers around the world. With a strong winemaking heritage and a portfolio of recognised brands including McGuigan, Tempus Two, Nepenthe, Barossa Valley Wine Co, Lemsecco and Poco Vino, our products are enjoyed in more than 40 countries.

Consumer-led innovation is at the heart of our approach, from emerging varietals and NoLo wines to RTDs and new packaging formats that respond to changing tastes and drinking occasions.

We're committed to making good wine that truly is good, guided by our sustainability pillars of Thriving People, Nature Nurture and Meaningful Growth, and a focus on creating a positive impact for people and planet.

About the role:
We're looking for a curious and organised Digital Marketing Executive to help bring our consumer wine brands to life across e-commerce, email, social media and content.

From McGuigan's partnership as the Official Wine Partner of Cricket Australia to shaking up the wine category with bold, innovative brands like Poco Vino and Lemsecco, there's always something exciting happening across our portfolio. You'll be right in the thick of it, working on everything from e-commerce campaigns and influencer collaborations to product launches, social content and brand activations.

You'll be part of our Marketing team based in Balmain, working flexibly across the office and remotely, and working closely with Brand, Sales, agencies, creators and production partners.

No two days will look the same, so it's a great opportunity for an early-career marketer who enjoys variety, stays across digital and social trends, and wants to build hands-on experience across consumer marketing.

What you'll do:
Reporting to the Digital & Shopper Activation Manager, your primary duties will include:

- Support day-to-day e-commerce operations across our four brand websites and wine clubs, including promotions, campaign execution and optimisation.
- Own email marketing across key brands, from planning and execution through to optimisation and performance reporting.
- Manage organic social media, including content planning, publishing and community management.
- Coordinate creator and influencer activity, including outreach, product seeding and UGC.
- Develop creative briefs and support content creation with internal teams, agencies and production partners, including photoshoots.
- Manage how our products show up across brand and retailer platforms, keeping content, imagery and vintage changes accurate and supporting new product launches.
- Support website updates, campaigns, activations, events and partnerships from planning through to execution.
- Stay across consumer, digital and social trends and competitor activity, sharing insights and new ideas to keep our brands relevant.
- Prepare wine samples and PR kits, manage sample room inventory, and help the Brand and PR/Comms teams with send-outs and brand asset management.

What you'll bring:

- Around 1–2 years' experience in digital marketing, e-commerce, social media or a related role, ideally within FMCG, beverage or consumer brands.
- A qualification in Marketing, Business, Communications or a related discipline is preferred but not essential.
- Hands-on experience with some of Shopify, Klaviyo, Meta, Google Analytics, Salesforce or Canva.
- Proactive, organised and able to manage multiple brands and priorities in a fast-paced environment.
- Creative and curious, with a genuine interest in digital marketing, social media and consumer trends.
- Strong attention to detail and communication skills, with confidence using data to inform decisions.

What we offer:

We're proud to offer a strong benefits package that we know can make a big difference to work life and life outside of work.

- Primary carer parental leave offering 26 weeks paid leave
- Loyalty leave
- Work from Anywhere benefit, offering flexibility to work remotely
- Birthday leave
- Volunteer days
- Further education and study support
- Flexible working
- Mental health and wellbeing training and support
- Annual product allowance
- Options to purchase additional annual leave
- Sabbaticals and career breaks
- Continuation of superannuation while on paid and unpaid parental leave

If you love all things digital and want to grow your career with brands people genuinely enjoy, we'd love to hear from you.

Applications close Friday, 30 October. To apply, please click here.

To learn more about Australian Vintage, please visit our website at: https://www.australianvintage.com.au/