



POSITION AVAILABLE (CDI)
GLOBAL DIGITAL MANAGER
(PARIS, FRANCE)

“Build the brand like it’s your own and drive the business like an entrepreneur.”

At Maison Ferrand, we are dedicated to the art of crafting exceptional spirits and creative brand communication. We take pride in our commitment to innovation, experimentation, and a deep-rooted passion for our brands, which include Plantation Rum, Citadelle Gin, Ferrand Cognac, West Indies Rum Distillery, Canerock Rum, and Stades Rum.

As we continue to grow, we are seeking an experienced and visionary Global Digital Manager to lead our digital initiatives, ensuring they reflect our brand's unique identity and stories.

Role Overview: The Global Digital Manager will play a pivotal role in shaping and executing the digital communication strategies for Maison Ferrand's brands. Collaborating with cross-functional teams and reporting to the Marketing & Communication Director, this role requires a deep understanding of brand identity, communication strategy, e-commerce and an entrepreneurial mindset.

Your responsibilities will include:

1. Digital Strategy:
 - Lead the development and execution of Maison Ferrand's digital strategy, ensuring it aligns with the brand's unique identity and style.
 - Champion a creative, innovative, and authentic online presence for our portfolio of brands on all digital platforms
 - Set and ensure strong KPIS on all channels
2. E-commerce Growth:
 - Drive revenue growth through e-commerce initiatives, collaborating closely with distributors to maximize online sales opportunities.
3. Content Creation and Management:
 - Develop and implement creative guidelines for brand content, ensuring it reflects Maison Ferrand's identity.
 - Oversee content production and coordinate with internal and external teams to deliver high-quality brand stories.
4. Team Leadership:

- Build and lead a skilled digital marketing team, fostering creativity, collaboration, and a passion for the brand's stories.
 - Communicate with all internal (sales and production team) and external (distributor, digital and communication partners) to ensure that strategies and kpis are implemented
5. Social Media Management:
- Curate and manage all social media channels for Maison Ferrand brands, adapting content to match the unique style and identity of each brand.
 - Show the backstage of Maison Ferrand to reflect our community.
 - Engage with consumers and build vibrant online communities.
6. Corporate Communication:
- Lead corporate communication for our brand homes, ensuring a consistent and compelling narrative that reflects Maison Ferrand's style.
 - Amplify our third-party validation and awards program
 - Website updates
7. Budget Management:
- Efficiently manage the corporate budget for digital marketing activities, optimizing ROI and tracking performance metrics.

This position implies regular travels in France (Cognac) and overseas (Europe / USA / Barbados).

About You:

- Proven experience (+5 years) in digital marketing, brand management, and strategy in the wine and spirits sector or other similar industry (Food, craft, luxury)
- Strong leadership and team management skills.
- Excellent knowledge of social media platforms, SEO/SEM, paid advertising, and content marketing.
- Experience in e-commerce and revenue generation.
- Ability to work collaboratively across teams, cultures, locations and organizations
- Passion for the spirits industry
- Fluent in English / French is a plus.

All applications should be sent to Angelique Jullienne – Marketing & Communication Director – ajullienne@maisonferrand.com

MAISON FERRAND

Maison Ferrand is one of the world's premier boutique producers of fine spirits, and a pioneer of the artisanal spirits movement. Maison Ferrand is based at the Château de Bonbonnet in Ars, France, with additional offices in Paris, and owns its rum distillery in Barbados – the historic West Indies Rum Distillery – along with one third of the renowned National Rums of Jamaica (Long Pond and Clarendon Distilleries).

Our award-winning brands include Plantation Rum, Citadelle Gin and Ferrand Cognac. Maison Ferrand is owned by president and Master Blender Alexandre Gabriel. We are family-sized and look forward to growing together, with a shared passion for every aspect of the business... from selecting raw ingredients, to distilling and ageing the spirits, to marketing the product all over the world.

FERRAND VALUES

Each company has its own rules, working methods, expectations and values. MAISON FERRAND is looking for women and men who share our true values. More than just skilled and knowledgeable candidates, we seek people ready and able to grow within our family; we insist on sincerity and integrity, and value enjoyment as much as innovation and collaboration. We are looking for curious and creative minds, at the top in their field of expertise, eager to learn and to share their knowledge with colleagues and customers. Ferrand is synonymous with experimentation and imagination; we are always exploring new possibilities, and our mission is to share our passion and enthusiasm with all our customers.

THE FERRAND FAMILY IS

CAN-DO – Nothing is impossible! Let's find a way!
HONEST & SINCERE – No excuses, we own our work and take responsibility.
TRUE TO OUR WORD – Promises mean nothing if we don't deliver!
A TEAM – We work together, toward a common goal.

