



JOB TITLE: Marketing Coordinator
DEPARTMENT: Marketing
APPROVED DATE: 08/17/2017
REPORTS TO: Director of Marketing
CLASSIFICATION: Non-Exempt

SUMMARY: The Marketing Coordinator will coordinate and implement various consumer and trade marketing projects related to overall branding, digital marketing, advertising, events, trade and creative development. This is an opportunity to be a part of efforts to drive sales, build national wine brands, and grow awareness of those brands in the marketplace.

DUTIES AND RESPONSIBILITIES:

The following reflects management's definition of essential functions for this job but does not restrict the tasks that may be assigned. Management may assign or reassign duties and responsibilities to this job at any time due to reasonable accommodation or other reasons.

- Manage and maintain brand websites, social media platforms, point of sale website and trade websites.
- Organizes national marketing campaigns, events, advertising and social media efforts.
- Prepares status reports and internal updates on marketing efforts by communicating with sales and marketing team members.
- Arranges sales materials and presentations using resources such as sales and industry data, reports, photographs and winemaking information.
- Creative development – create and update branded communications for internal, trade and consumer audiences, such as sales materials and social media posts.
- May liaise with advertising partners, public relation firm, creative consultant, sales team, and winemaking team.
- Other projects as assigned.

QUALIFICATIONS:

The ideal candidate must be a self-motivated individual that is prepared to “roll up their sleeves” and get to work, while learning about the exciting world of the wine industry.

- 2-4 years relevant experience, preferably in Wine or similar industry
- Bachelor's degree in Marketing or related field, or its equivalent
- Excellent verbal and written communication skills
- Strong knowledge of basic computing programs, and social media platforms
- Beginner to intermediate proficiency with design programs such as Photoshop, Illustrator, etc.

- Ability to prioritize projects and communicate clearly and effectively via email, in-person, and over the phone
- Some travel within California required

Must pass a comprehensive background check and drug screen.

The Company participates in E-Verify.

The employee is expected to adhere to all Company, Federal and State Food Safety.