



JOB TITLE: Marketing Intern
DEPARTMENT: Marketing
REPORTS TO: VP of Marketing

APPROVED BY: Human Resources
APPROVED DATE: 4/30/2019
CLASSIFICATION: Non-Exempt

SUMMARY: The Marketing Intern will assist the Marketing team on various projects including digital marketing, promotions, trade marketing, regional marketing, creative development and general project management. Programs are designed to drive sales and brand building/awareness in the marketplace.

DUTIES AND RESPONSIBILITIES:

- Active participation and support on existing work streams
- Lead one independent project to be determined by the VP of Marketing
- Data analysis using an internal research tool to analyze internal and competitive data for presentations, sell sheets and reports
- Support of websites, social media platforms and trade websites will be required
- Cross functional interaction/exposure to sales, winemaking, operations, finance and external agencies and consultants

QUALIFICATIONS:

The ideal candidate must be a hard-working, career-minded, 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.

- Must be a full time student or recent graduate majoring in Marketing, Sales, Advertising or related field
- Knowledge and/or interest in learning more about the consumer products category
- Excellent verbal and written communication skills
- Strong knowledge of PowerPoint, Word, Excel, web and social media
- Ability to prioritize projects and communicate clearly and effectively via email
- Some travel within California required

-Must pass a comprehensive background check and drug screen.

-Must adhere to all Company, Federal and State Food Safety Regulations and Policies

-This organization participates in E-Verify