

## **MARKETING COORDINATOR**

### **GENERAL**

- Work location: 1200 Priska Drive, Paso Robles, CA
- Full-time position, non-exempt status
- The Marketing Coordinator reports to the Director of Marketing

### **JOB DESCRIPTION**

#### **1. PLANNING & BUDGETING**

- Creating e-blast concepts in cooperation with Director of Marketing
- Developing social media strategy in cooperation with DTC Manager and Director of Marketing

#### **2. GENERAL MARKETING TSKS**

- Create and maintain e-mail campaigns and report analytics
- Maintaining and updating Vina Robles Winery and Vina Robles Amphitheatre websites
- Creating direct-to-consumer marketing materials for Vina Robles Winery and Amphitheatre including sales and event flyers, recipe cards, sponsorship materials, etc.
- Creating promotional materials using existing templates, format for digital distribution and/or print, coordinate with designer and printer
- Maintaining updated library of winery images and video clips, their usage rights and submitting images for trade, media and other requests
- Creating, executing and analyzing online surveys to solicit feedback for Hospitality Center, Wine Club and Amphitheatre
- Assisting with press releases and other public relations needs
- Monitoring company social media accounts; create and post content
- Coordinating wine competitions entries, media w in samples and donations
- Assisting the Director of Marketing with new initiatives and projects
- Other duties as assigned

#### **3. SUPPORT OF WHOLESALE TEAM**

- Preparing POS materials based on design and content in cooperation with Director of Marketing AND Direct supporting Director of Sales, Regional Sales Managers and DTC Manager in creating e-mail campaigns for trade and consumers
- Sending regular trade updates via e-mail to distributors, reps and accounts
- Keeping Local Availability Lists up to date

## GENERAL REQUIREMENTS

- Three (3) years marketing experience required, in the wine industry
- Experience managing business social media channels (Facebook, Instagram, Twitter, Others)
- High proficiency in MS Office software
- Working knowledge of WineDirect software preferred
- Familiarity with graphic design software (Adobe InDesign, Adobe Illustrator, Photoshop)
- Exemplary oral and written communication skills; copywriting experience a plus
- Ability to efficiently work independently; ability to successfully manage multiple projects
- Exceptionally organized, detail oriented, strong problem-solving capabilities

## HOW TO APPLY?

**Please send resume to:**

Vina Robles Vineyards & Winery  
Attn. Human Resources  
1200 Priska drive  
Paso Robles, CA 93446

**Or by e-mail in PDF format only to:**  
**Please no phone calls**

[jobs@vinarobles.com](mailto:jobs@vinarobles.com)

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## ABOUT VINA ROBLES

Growers and makers of expressive, approachable estate wines from Paso Robles, California, Vina Robles owns and farms six estate SIP® Certified Sustainable vineyards in five sub-districts in the region. First class hospitality service is offered by way of unique, memorable experiences with wine, food and music at their core. The vineyards & winery are owned and managed by two Swiss families who have been farming wine grapes in Paso Robles for more than 20 years.

Known primarily for their Cabernet Sauvignon and Petite Sirah, the Vina Robles lineup includes small lots of a wide range of varieties and creative blends. While adhering to traditional winemaking methods, veteran winemaker Kevin Willenborg implements modern technologies to make his estate wines with minimal intervention.

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