

DIRECTOR OF MARKETING

GENERAL

- Work location: 1200 Priska Drive, Paso Robles, CA
- Full-time position, exempt status
- The Director of Marketing reports to the Managing Partner (President)

JOB DESCRIPTION

1. PLANNING & BUDGETING

- Preparing of brand concepts, annual plans and budgets for all marketing activities in cooperation with Managing Partner, Director of Sales, General Manager of Amphitheatre and Director of Hospitality
- Managing annual marketing calendar including promotions, events and customer communications
- Creating e-blast and social media concepts
- Updating of marketing plans and marketing budgets/forecasting
- Planning of all activities with Marketing/PR Company

2. CUSTOMER RELATIONS

- Planning and hosting VIP and media visits
- Coordinating and reviewing external communications

3. MARKETING

- Ensuring Vina Robles brand standards are met in all external-facing communications across all entities
- Coordinating content, design and production of marketing materials for Vina Robles Winery and Amphitheatre including website content, newsletters, menus, brochures, and giveaways
- Coordinating design of wine labels, packaging, gift boxes and carriers
- Analyzing customer database in order to target and segment audiences for marketing programs and develop strategies to engage consumers and increase sales
- Supporting Director of Sales in designing and implementing aggressive sales and marketing campaigns including effective POS materials for the wholesale market
- Supporting Director of Hospitality and DTC Manager in all marketing aspects
- Supervising of e-blast and social media activity
- Supervising website, online business listings and event listings
- Procuring and managing inventory of POS materials
- Maintaining accolade database, monitoring press mentions and press clippings
- Coordinating Amphitheatre show announcements and production of show marketing materials with promoter
- Preparing monthly marketing report for management team and shareholders

- Planning and management of charitable donations
- Coordinating and directing photo and video shoots
- Responding to marketing inquiries

4. PUBLIC RELATIONS

- Coordinating all activities with Marketing/PR Company
- Planning and organizing submittal of wine samples to wine writers and competitions
- Coordinating and managing all media visits in cooperation with Marketing/PR Company

GENERAL REQUIREMENTS

- Bachelor's Degree in Marketing and Marketing/PR related continued education
- At least three years' experience as marketing director in a winery or closely related business
- Exemplary oral and written communication skills; copywriting experience a plus
- Experience in managing design and other support services
- Experience in managing business social media channels (Facebook, Instagram, Twitter)
- Proficiency in MS Office software
- Experience with graphic design software (Adobe InDesign, Adobe Illustrator, Photoshop)
- Working knowledge of WineDirect software preferred
- 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:

jobs@vinarobles.com

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.
