



Marketing Support Specialist and Rising Star

Do you get excited by the idea of an A/B split test? Does your heart flutter at the mention of Monday.com? Do your planning skills leave everyone around you in the dust? Our family winery is currently seeking a dynamic, tech savvy, highly detail-oriented and organized individual to join our small, passionate, marketing team in helping our business reach new heights and share our authentic story.

Working with the marketing team, this role will be focused on the tactical execution of marketing plans to target trade and consumer audiences. You'll play a strong role in a range of marketing activities, including A/B testing and list segmentation, campaign performance reporting, and targeting communication to distributors and consumers who love our products. You'll also learn the ins-and-outs of consumer packaging, PR, marketing strategies, and national/international wine competitions.

You're probably in a marketing assistant or analyst position now with 3-5 years of marketing under your belt. Perhaps the scope of your current responsibilities is very narrow, or you are possibly being stifled by a corporate culture. If you've been in a marketing role where you used the Adobe Creative Suite, worked with CRM or marketing databases, and/or run email nurturing campaigns, this role might be a great fit for you. Experience within the wine industry would be a huge plus, but it's not required.

We're seeking an analytical mind with a creative streak, who loves working in a fast-paced environment, and is hungry to showcase their skills, knowledge, and experience by helping a high-performing marketing team be more successful.

RESPONSIBILITIES:

- Collaborate with the marketing team in developing creative marketing initiatives to drive brand awareness, exposure and relevancy.
- Supports the marketing production process to ensure distributor sales and DTC team needs are met.
- Assist with the execution of email/SMS marketing campaigns, in accordance with brand standards.
- Gather and analyze metrics for campaign performance reporting and scorecards.
- Submit all wine labels for TTB approval.
- Establishing a packaging schedule with winemaking and suppliers to ensure that materials arrive on time.
- Collaborate on development of creative sales incentives, promotions and strategies for wholesale and direct to consumer sales channels.
- Collaborate on development of sales education tools, POS materials, and other related assets utilizing PowerPoint and Adobe (InDesign, Illustrator, Photoshop) programs.
- Coordinate submissions for national and international wine competitions.