



Digital Specialist

One of Oregon's premier wineries, Ponzi Vineyards, is seeking a dynamic and creative team player to join the fast-paced Marketing department part time.

The ideal candidate will have excellent time management skills, be a self-starter and able to work within brand guidelines

- Work with Marketing Manager to complete projects on schedule and within budget
- Consider market trends and how to incorporate them into marketing strategies
- Evaluate and track effectiveness of marketing campaigns and strategies
- Monitor analytics for digital channels. Work with Marketing Manager to set measurable goals and report on progress
- Manage public relations and media communications, regionally and nationally
- Track and analyze all media exposure and effectiveness
- Manage media database and press archive, including CRM maintenance, data mining and analysis
- Maintain a list of influencers and freelance travel, wine and food writers and support relationships
- Help identify new opportunities for stories, media relationships, etc.
- Monitor web, blogs and social media for mentions. Catalog reviews/scores received.
- Ensure press mentions are disseminated to all relevant channels (blog, social media, other digital interfaces, sales team, national broker, etc.) in a timely fashion
- Represent the brand when requested
- General assistance to Marketing Manager, Director of Sales & Marketing, National & Export Sales

This position is part time.

Previous work experience is required.

Please submit resume, cover letter. Digital portfolios welcomed.

Please submit resume to info@ponzivineyards.com