



**Job Description:
Marketing Manager**

One of the Willamette Valley's most iconic wineries, Ponzi Vineyards, is seeking a brilliant, enthusiastic, hard-working individual with strong brand and communication experience for its position of Marketing Manager. Ponzi Vineyards is a family owned and operated winery seeking an individual who enjoys digging in, has exceptional writing skills and can think beyond current trends. Professionals with out-of-industry experience are encouraged to apply.

Full-time position

Essential duties & responsibilities include, but are not limited to the following:

Strategic Planning and Branding

- Execute marketing strategy for Ponzi Vineyards to ensure branding remains consistent across all platforms
- Analyze market trends and recommend marketing strategies based on analysis

General

- Craft marketing plan annually in collaboration with Winery President
- Create and manage the annual marketing budget
- Develop all winery, POS, web, customer and wine club communication
- Keep website, online store, all winery communication and event calendars up-to-date
- Oversee Ponzi Vineyards packaging in collaboration with Winery President and Graphic Design

Coordinator

- Ensure Communications Manager distributes monthly media reports to all departments
- Develop annual ad campaign for winery and determine ad buys to best support business objectives
- Have strong oversight of the website and good understanding of Club and POS software
- Coordinate and provide on-site support for photo and video shoots
- Work with Graphic Design Coordinator in creating and printing all marketing materials & advertisements to ensure brand messages are consistent
- Represent Ponzi Vineyards at appropriate trade events within the industry and have the ability to work weekends, evenings, and holidays as needed

National Sales

- Work directly with national broker to ensure all marketing and sales materials are consistent and current with winery and current wines
- Develop national campaigns and promotional opportunities in collaboration with national broker
- Maintain strong communication with broker on a monthly basis

Public Relations

- Oversee and develop public relations messaging with Communications Manager
- Assist Communications Manager in securing, organizing, and staffing media appointments
- Develop and execute strategies for engaging media & industry influencers

Direct to Consumer Support

- Work with Tasting Room/Club and Event Managers to promote winery and club events
- Work with Tasting Room/Club and Event Managers to continue to drive traffic to winery

Social Media/Digital Media

- Review all communications with Communications Manager on all social media platforms to ensure consistent brand messaging
- Assist Communications Manager in monitoring and engaging online conversations about Twitter, Facebook, YouTube, Pinterest, Instagram, blogs, web, etc.
- Assist Communications Manager to monitor wine-focused social networking sites

Required Qualifications:

The following requirements represent the knowledge and skills required to perform this job

- Bachelor's Degree in marketing, communications or a similar field
- Five years of experience in marketing, communications and social media
- Past project coordination, hospitality experience, and wine knowledge is a plus
- Proven ability to help businesses meet or exceed forecasted revenue goals
- Ability to work in small office environment and work collaboratively
- Exceptional verbal and written communication skills
- Self-starter that can work independently and juggle multiple tasks simultaneously
- Comprehensive understanding of digital media
- Driven with a strong work ethic and ability to complete tasks on time
- Passionate and enthusiastic
- Collaborative, team-oriented approach

Technology and Software Experience

- Google Analytics
- Social media sites for business (Facebook, Twitter, Pinterest, Instagram, etc)
- Adobe Creative Suite (specifically InDesign, Illustrator and Photoshop)
- CMS and CRM software (Vintages a plus)
- Microsoft Office (Including PowerPoint and Excel)
- PC and Mac platforms

Physical Demands:

Ability to lift up to 35 pounds