

Marketing Coordinator

For more than a quarter century, Abacela has been pioneering grape growing in Southern Oregon's Umpqua Valley. International acclaim with innovative grape varieties including Tempranillo, Albariño, Malbec, Syrah, Tannat, and many others has contributed to the growth of Oregon's wine industry and reputation of having multiple world-class winegrowing regions. Today, we farm over 76 acres of grapes, including 15 different varieties, making high-quality and authentic wines for all wine consumers.

We are looking for someone to join our team and help elevate our marketing efforts across all channels with a large focus on digital marketing. The ideal candidate is creative, organized, and results oriented.

Job Description

60-70% of the time, duties will include the following:

- Work with management team to develop and execute a social media strategy including content creation, monitoring business accounts on Facebook, Instagram, etc., and tracking analytics
- Drive targeted email marketing campaigns to general mailing lists and wine club including content creation, scheduling, and analytics
- Regularly update website including content to maximize SEO, adding and removing products, updating photos, etc.
- Stay abreast of industry trends and strive to constantly engage with a new audience while expanding Abacela's digital presence
- Protect brand identity and reputation by ensuring all marketing content, both digital and other, are "on brand" and professionally executed
- Create direct-to-consumer marketing and promotional materials such as menus, brochures, newsletters, tasting notes, etc. for use in our Vine & Wine Center and at events
- Maintain and update a library of winery images for collateral material, trade, media, and other requests
- Plan and help guide virtual events
- Create and execute digital advertising strategy in collaboration with General Manager, National Sales Manager, and CEO

30-40% of the time, duties will include the following:

- Assist Vine & Wine Center with tasting room operations
- Help with wine club processing at each quarterly shipment
- Assist with planning and execution of events for both wine club and general customer base

Requirements

We are looking for someone with the following traits:

- Demonstrated ability with content creation and creative writing
- Exceptional attention to detail and organizational skills
- Familiarity with business social media channels (Facebook, Instagram, YouTube, etc.)
- Experience with email and/or ecommerce marketing environment
- Experience with POS/CRM (Wine Direct a plus)
- Proficiency with MS Office software and graphic design software (Adobe Illustrator, Lightroom, Photoshop)
- Ability to effectively work both independently and in a team environment
- Possession of bachelor's degree is preferred. WSET/CRM certifications are a bonus.
- Must be 21 years of age or older and have or be able to obtain a valid OLCC Server Permit and Food Handler's Card

Salary: DOE

Please send Cover Letter and Resume to gavin@abacela.com