



TITLE:	Marketing Manager
REPORTS TO:	Vice Chairman
JOB CATEGORY:	Marketing and Sales Support
LOCATION:	Benovia Winery, 3339 Hartman Road, Santa Rosa, CA 95401
APPLY BY:	Open

SUMMARY DESCRIPTION:

We are looking for a dynamic Marketing Manager to join our growing team, where you'll create, lead and execute our e-commerce, digital marketing, and DTC strategies. This is a fantastic opportunity to grow with our winery and learn all aspects of the business.

POSITION RESPONSIBILITIES:

- Develop and execute all digital marketing and sales campaigns.
- Develop annual marketing plan, update quarterly, and report monthly digital marketing results to senior leadership.
- Stay current with latest digital technology and trends.
- Coordinate with brand partners and PR consultant.
- Email & eCommerce data analytics using Google Analytics.
- Design support for marketing activities (Adobe InDesign, Photoshop, Illustrator, and Premiere a plus).
- CRM experience -- use of Commerce7, Emery, VIP/KARMA and Mailchimp (Vintools and Zapier a plus).
- User experience with POS software, USAePay or similar; reservations software, CellarPass, Open Table a plus.
- Provide frontline support for Benovia website.
- Proficient with Microsoft Office (Excel, Outlook, Word) as well as Office 365; accustomed to using PLANOLY, Hootsuite and Sprout Social a plus.
- Strong familiarity with WordPress, Facebook Business Manager, Twitter, and Google Advertising Suite.
- Develop marketing content, excellent writing skills, brand collateral, club newsletters, etc.
- This position will also be responsible for assisting the Director of Club, Events and Operations as needed.
- Other duties as assigned.

BACKGROUND/EXPERIENCE:

The ideal candidate must be outgoing and passionate about wine and display outstanding communication skills and attention to detail; excellent writing skills; bachelor's degree and at least 3 to 5 years of winery marketing experience, or experience in a related industry; available to travel; deadline & results-oriented; strong background in social media and digital marketing; must have a valid CA driver's license.

PHYSICAL REQUIREMENTS:

Requires the ability to regularly sit, stand, walk, talk and lift/carry up to 50 lbs. Must be able to work a flexible schedule that occasionally includes weekends, holidays and evenings. The physical demands listed are representative of those that must be met to successfully perform the essential functions of this job. E-winery solutions experience preferred. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

COMPENSATION:

Dependent on experience.

Respond via email only to mary@benovia.com. No calls or visits.