

## **Marketing & Communications Coordinator**

Are you a talented communicator? Savvy with social media and content creation? Love wine and the Sonoma Valley wine country? Join our small but dynamic team at Sonoma Valley Vintners & Growers Alliance (SVVGA) - a nonprofit regional wine industry association - as our next Marketing & Communications Coordinator.

The Marketing & Communications Coordinator will be a core member of a small hands-on team that works collaboratively to promote the Sonoma Valley wine and agricultural industry and supports more than 500 vintner, grape grower and associated members and partners. The position is currently part time (20-25 hours per week) but may expand as in-person events increase post-pandemic.

### Position Summary

This is an exciting opportunity to implement and grow effective marketing, public relations, and outreach strategies in support of the Sonoma Valley wine community. SVVGA communications have a dual focus – member communications focusing on issues of critical importance to the region’s wine industry (business best practices, COVID regulations, fire, drought, agricultural, and events content) and consumer-facing marketing encouraging visitors to the region.

Specific duties of the Marketing & Communications Coordinator include:

#### *Member & Industry Communications*

- Manage and develop the weekly E-Newsletter for SVVGA members and the weekly Concierge Key Newsletter for hospitality leaders in the region.
- Manage critical and timely updates in the Members-Only Facebook Group.

#### *Marketing & Social Media*

- Manage Social Media platforms, and presence on Instagram, Facebook, Twitter, LinkedIn and other potential platforms, including calendar, content creation, and consumer interaction.
- Support Director of Member Relations & Sponsorships with digital membership activations and digital sponsorship activations.
- Manage SonomaValleyWine.com website pages, updates, and support overall content creation.
- Support development of Consumer Email Campaigns and marketing initiatives.
- Contribute to Press Releases promoting SVVGA initiatives and news.

#### *Events*

- Coordinate logistics and support development around Membership Events and Programs.
- Support general event production when in-person events resume.
- Manage Sonoma Valley Hotel Winery Pouring schedules.
- Manage SVVGA Concierge Program.

#### *Operations & Administrative*

- Support Director of Member Relations & Sponsorships with annual Membership Renewal process.
- Additional related duties as agreed.

If you're the right person for this opportunity, you will have previous experience in marketing and social media, strong organization and communications skills, and the ability to pivot and shift to meet goals and responsibilities. Understanding of the collaborative nature of small organizations and willingness to be a team player necessary. Wine industry, agriculture, cultural and/or tourism marketing experience is a plus, but a skilled communicator who can quickly learn industry needs is also welcome to apply. Hourly rate based upon experience.

To apply, send a resume and cover letter to [info@sonomavalleywine.com](mailto:info@sonomavalleywine.com). We seek to fill the position immediately. SVVGA is an equal opportunity employer. Learn more about our work and mission at [www.sonomavalleywine.com](http://www.sonomavalleywine.com).