



Position Description:

Position/Title:	Social Media Specialist
Job Location:	Sonoma County, CA or remote work location
Position Status:	Independent Contractor
Compensation:	Hourly or retainer rate DoE
Reports to:	Winery Founders; Freeman Winery Managing Director

General Summary:

This role is focused on communicating the Freeman brand—its founders, wines, and brand attributes to audiences on key social media platforms. The ideal contractor will possess strong writing skills that reflect both the Freeman brand and our target audience’s lifestyle. The goal of role is to engage the existing social base and notably expand these followers with key brand content and specific calls to action that can be appropriately measured for ROI.

Essential Responsibilities:

- Timely content creation that is reflective in tone and style of the Freeman brand and its founders for organic posting to social media sites, including Facebook, Instagram, LinkedIn, Twitter, and You Tube.
- Consistent monitoring of social platforms to create interaction with respondents to posting as well as general inquiries via social platforms.
- Proven graphic design skills for still image and video postings in relation to content.
- Ability to understand how to “follow and repost” with brands that share similar audiences to the Freeman Winery.
- Opportunity for future paid social postings where the time commitment and marketing dollars spend can be justified.
- Use of social posting platform for scheduling and ROI metrics are preferred.
- Generate monthly reports that quantitatively and qualitatively demonstrate results.

Professional Requirements:

- Proven communication/writing skills for lifestyle, luxury CPG or premium wine brands.
- Solid understanding of social platforms, specifically, Instagram, Facebook, Twitter, Google+, LinkedIn and YouTube.
- Design skills in Photoshop or other equivalent software.
- Strong attention to detail in all activities.
- Ability to understand connection of integrated digital marketing campaigns.
- Strong organization skills with the ability to adjust to changing business strategies and tactics.
- Ability to closely collaborate with winery founders and the brand team.

Scheduling Requirements

- This position is an independent contractor role and the hours committed to the role each week will be mutually agreed upon by Freeman Winery and the independent contractor.

Non-Essential Duties & Responsibilities

- The above information is representative of the work performed in this position; however, it is not all inclusive. Freeman Winery is a small (but growing!) family founded and operated winery and as such requires all team members to work cohesively. The omission of a specific duty or responsibility does not exclude it from the position if the work is similar or related to the essential duties and responsibilities.

Submit all resumes with cover letter to paul@freemanwinery.com