



Job Title: Creative Manager - Remote
Department: Sonoma County Vintners, Santa Rosa, CA
Reports To: Director of Marketing & Communications
FLSA Status: Exempt
Prepared Date: January 2022

SUMMARY:

Sonoma County Vintners (SCV) is the leading voice of Sonoma County wine, dedicated to raising awareness of Sonoma County as one of the world's premier wine regions. Sonoma County Vintners represents over 200 wineries throughout the county. The organization actively promotes Sonoma County through educational programming; advocates for its members at local, state and federal levels; and contributes to the local communities through our Sonoma County Vintners Foundation. Sonoma County Wine Auction, its annual fundraiser, benefits non-profit organizations throughout the region.

We are looking for an energetic, innovative and collaborative design professional to fill a critical role on our marketing and communications team. The ideal candidate will be capable of working remotely and live within driving distance of our office in Santa Rosa, CA for occasional in-person meetings. The Creative Manager is responsible for the design, production, coordination, and execution of all creative marketing materials and assets from concept to completion. This includes print, digital, website, event, campaigns, advertising and videos, ensuring that the design is aligned with brand standards and best practices. The position reports to the Director of Marketing and Communications and works closely with the Executive Director, the Marketing & PR Manager and other SCV team members. The position has close interaction with the Board of Directors and other internal and external industry partners. The ability to communicate effectively and work with internal and external partners in a professional, courteous, and detailed manner is essential.

Duties and Responsibilities

- Collaborate with Marketing Communications team on a variety of diverse projects
- Design and be accountable for all print, digital and video marketing communication materials that include event-related materials, advertising, social media assets, and annual report
- Primary responsibility for design, creation and maintenance of the SCV website and associated program websites
- Effectively articulate vision, present and explain creative rationale to both internal and external stakeholders
- Ensure accuracy of all final creative deliverables
- Create and manage detailed production schedules in collaboration with SCV team members for all deliverables and effectively monitor progress, ensuring projects are delivered on time and within budget
- Manage external photographers and videographers and oversee the execution of photo shoots with Marcom team
- Develop and maintain all SCV creative and brand assets including image library
- Preparation of presentation materials and marketing collateral for all SCV programs including print and event-related marketing materials and campaigns
- Cultivate working vendor relationships
- Ability to perform duties working remotely



Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 4-6 years of design experience in preparing digital, print marketing communications and managing websites built on WordPress platform
- Associates or bachelor's degree in Graphic Design, Art Illustration or similar
- Intimate knowledge of Photoshop, Illustrator, InDesign, WordPress, Google Analytics and Microsoft Office software
- Strong knowledge and experience working with email Marketing Platforms (MailChimp is a plus)
- Solid design, typography and conceptual thinking skills
- Demonstrates the ability to bring fresh thinking to challenges/opportunities and to generate innovative courses of action
- Experience setting up files for print and digital advertising
- Experience working with photo and video assets and/or overseeing photo/video shoots
- Active experience with the use of social media platforms; knowledge of how brands work in social media
- Ability to be versatile and adaptable with the capacity to handle multiple projects and deadlines and re-prioritizations while maintaining a high quality of work
- Strong attention to detail
- Ability to develop strong collaborative work relationships
- Excellent written, verbal, communication, and presentation skills
- Strong organization and time management skills. Proactive, self-starter, resourceful

Reasoning Ability

Must have the ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral diagram or schedule form.

Supervisory Responsibilities

This position has no direct reports but must be able to supervise external vendors

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Acknowledgment

This job description in no way states or implies that these are the only duties to be performed by the employee incumbent in this position. The Employee may be required to follow any other job-related instructions and to perform any other job-related duties requested.

This document does not create an employment contract, implied or otherwise, other than an "at-will" relationship.

The Sonoma County Vintners is committed to an equal opportunity hiring policy and work environment.

Please submit resumes to info@sonomawine.com.