



## **ONLINE MARKETING & ECOMMERCE ADMINISTRATOR**

We are a family-owned winery with a fun, hard-working team based in Dry Creek Valley in Healdsburg, focusing on small production, ultra-premium wines. We are seeking an organized, enthusiastic individual to join our team as the Online Marketing & Ecommerce Administrator for retail sales. The ideal candidate is detail oriented, can provide exceptional customer service, and thrive in a self-motivated environment. Part-time position of typically 20 hours per week and can do most of the work at home or a personal office.

### **Essential Duties and Responsibilities:**

#### **Website & Administration:**

- Maintain website content including graphics, copy, navigation, update product database, events calendar, trade materials, and other maintenance.
- Process wine club orders and sales orders received by phone, email, and web.
- Facilitate correspondence with customers over payment issues.
- Interface with shipping fulfillment services: submit orders, deliver materials, wine, etc.
- Manage consumer sales compliance on website and ShipCompliant.
- Customer database entry, cleanup, and general membership maintenance.
- Maintain marketing and events calendars on website and Google Calendar.
- Manage and update website SEO practices.

#### **Marketing & Sales:**

- Schedule, create, and launch direct-to-consumer email campaigns.
- Create, manage, and monitor the performance of Google Ads campaigns.
- Maintain marketing assets (documents, forms, photos, graphics) in shared cloud storage accounts.
- Design simple POS (postcards, fliers, business cards, etc.).
- Coordinate marketing support vendors (photographers, printers, etc.).
- Support local events and tastings when needed (pouring, setup, breakdown, hosting).

#### **Customer Service:**

- Field incoming calls, emails, texts, etc., and provide customer support on days the Hospitality & Sales Representative has off.
- Track orders, coordinate shipping logistics, and resolve shipping issues.
- Facilitate correspondence to wine club members, such as automated emails, FAQ support, technical assistance on the website, etc.

#### **Required Experience:**

- Basic wine knowledge.
- 3 or more years of experience in the wine industry.
- Team-oriented attitude – ability to be flexible and willingness to pitch in as needed.
- Organizational and time management skills.
- Written and verbal customer service and communication skills.
- Computer proficiency and ability to learn new systems and programs.
- Must be able to lift ~40 lbs.



Preferred Experience:

- Point-of-sale (POS) or order entry software experience (WineDirect).
- Email marketing software experience (WineDirect, MailChimp).
- Retail wine sales compliance and software (ShipCompliant).
- Proficiency in Microsoft Office.