



JOB POSTING

Job Title: Marketing Intern
Department: Marketing
Reports To: Direct to Consumer Marketing Manager & Brand Marketing Manager

About Us

Zaca Mesa Winery & Vineyards is a family-owned and operated business located in the heart of Santa Barbara County's premier wine-growing region. Established in 1973, we fuse the past with the present by combining Old World winemaking practices with innovative farming and vineyard techniques. Our location, surrounded by the San Rafael Mountains, offers stunning office views of both vineyard and mountain landscapes.

About Our Open Role

We are seeking a motivated and enthusiastic individual to join our dynamic sales and hospitality team as a Marketing Intern. The Marketing Intern is responsible for building and expanding brand awareness and brand loyalty by means of social media engagement, content creation, event assistance, and authentic wine tasting experiences. Under general supervision by the marketing managers, the Marketing Intern is responsible for supporting the creation, implementation, and development of Zaca Mesa and TREAD's image by utilizing print, web, interpersonal, and social media channels. The major responsibilities of this position include:

- Daily assistance of managing Zaca Mesa and TREAD social media platforms, including creation of compelling and sharable social media content to engage and increase interaction with current and potential customers. Social media channels include Facebook, Instagram, Pinterest, etc. Responsible for daily interaction and responses with followers and fans, as well as assisting with occasional boosted posts through Facebook and Instagram. Assist with staged photo shoots and video production to build social media and marketing content.
- Stay current with the latest social media trends and development of technologies. Observe the competitive landscape and consumer behaviors to understand current and future social networking trends.
- Provide market research support on current projects, including wine country visitation statistics and trends, competitor websites, influencer marketing packages, and other topics as assigned.
- Pour tasting flights to both small and large groups while sharing enticing Zaca Mesa wine and vineyard information, as well as assisting with winery/private/wholesale events.



About You

Words that people use to describe you include charismatic, creative, passionate, and a master multi-tasker and project manager. You are a true team player who enjoys assisting with projects as needed and takes initiative to drive company success. You perform well under pressure while maintaining a positive attitude. You enjoy keeping up with the latest social media trends and follow projects to completion from the brainstorming stage to content creation. You are accountable and dependable and appreciate that, in a small business environment, everyone pitches in to ensure all tasks are completed and goals are met.

What You Bring

- Pursuing a Bachelor's degree in Communications, Marketing, Wine Business, or related field preferred.
- 1 - 2 years' demonstrated experience in online communications, social media, public relations, consumer/demographic trends, or related field. Experience with Adobe Creative Suites is preferred.
- Must be 21 years or older with a level of wine appreciation, in addition to the desire to learn more about wine and the wine industry. A team player with contagious enthusiasm is a plus!
- Must have a valid driver's license and reliable transportation to commute to winery and travel to local events.
- Must be available to work alternative hours, including evenings and weekends.

What We Offer

We are a team of wine industry professionals and enthusiasts alike. If you appreciate social media and events, enjoy being creative, and would like to learn more about the wine industry, we would be interested in having you join our dedicated team. We offer a competitive pay rate for both part-time and full-time team members and encourage our employees to explore the many facets of our business, providing you with ample opportunity to grow. We provide extensive training, tools, and, most of all, first-class wines to market and sell, in order to set our applicants up for success.

Please submit your resume and cover letter to lanie@zacamesa.com. We look forward to meeting you!