



## JOB POSTING

**Job Title:** Marketing & Social Media Coordinator  
**Department:** Marketing  
**Reports To:** Brand Marketing Manager  
**Location:** Los Olivos, CA

### **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 & Social Media Coordinator. The Marketing & Social Media Coordinator is responsible for building and expanding brand awareness and brand loyalty by means of social media engagement, wine club and direct-to-consumer digital and print marketing channels, content creation, and event assistance. Under general supervision by the Brand Marketing Manager, the Marketing & Social Media Coordinator is responsible for supporting the creation, implementation, and development of Zaca Mesa and TREAD Wine's image by utilizing print, web, digital, interpersonal, and social media channels.

The major responsibilities of this position include:

- Responsible for scheduling, creating, and disseminating winery email campaigns, including:
  - Wine Club prerelease notifications, Club decline emails, event announcements, bi-weekly internal company e-newsletters, monthly DTC promotions, and web sale promotions.
- Supports winery events and promotions by creating event descriptions, content for social media posts, print materials (flyers, order forms, menus, etc.), and graphics for the Upcoming Event website page calendar.
- Coordinates with DTC team to plan and execute monthly web promotions and offers.
- Works to develop and maintain point-of-sale materials specific to the guest experience (signage, wine lists, event promotion, etc.).
- Manages social media accounts for both winery brands (Zaca Mesa Winery and TREAD Wines) using Later, Instagram, and Facebook scheduling software.
- Collaborates with Brand Marketing Manager on content curation, including photo and video shoots as needed.

### **About You**



Words that people use to describe you include charismatic, creative, passionate, organized, and flexible. You are a true team player who enjoys collaborating on projects and taking 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 the final finished product. You are reliable and dependable, take responsibility, and appreciate that, in a small business environment, everyone works together to ensure all tasks are completed and goals are met.

### **What You Bring**

- A Bachelor's degree in Communications, Marketing, Wine Business, or related field.
- 1 - 3 years' demonstrated experience in online communications, social media, public relations, consumer/demographic trends, or related field.
- Strong proficiency with Mailchimp or comparable platform.
- Familiarity with Adobe Creative Suites, primarily InDesign, Photoshop, and Illustrator.
- Experience in graphic design and copywriting; a brief portfolio of work demonstrating your design style and copywriting skills is a plus!
- Outstanding grammar and English language skills.
- Highly capable in Excel, Word, and PowerPoint.
- Experience with Microsoft Suites, including Outlook, Teams, SharePoint, etc.
- Exceptional organizational skills: experience using a digital task management software, such as Planner or Monday, is a plus!
- Must be 21 years or older.
- Must be available to work occasional alternative hours, including evenings and weekends.

### **What We Offer**

We are a team of wine industry professionals and enthusiasts alike. If you appreciate marketing and social media, enjoy being creative, and would like to learn more about the wine industry, we are interested in having you join our dedicated team. We offer a competitive hourly rate and benefits (401k, health, dental & vision). We provide extensive training, tools, and resources to set our applicants up for success.

**Please submit your resume and cover letter to our Brand Marketing Manager at [jackie@zacamesa.com](mailto:jackie@zacamesa.com). We look forward to meeting you!**