



JOB POSTING

Job Title: Marketing Manager
Department: Marketing
Reports To: General Manager & President
Location: Los Olivos, CA (80% Remote/20% On-site)

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 creative individual to join our dynamic sales and hospitality team as a Marketing Manager. The Marketing Manager is responsible for elevating the Zaca Mesa brand image in both the Direct-to-Consumer and wholesale industry marketplaces. The position responsibilities include creation and development of Zaca Mesa and Tread's brand image and communication strategies utilizing print, digital, and social media channels. This involves collaboration with Zaca Mesa leadership, peers, and contracted wholesale market brokers. This collaboration is to develop and carry out strategic communication plans that create brand image recognition and market acceptance for the winery. The Marketing Manager is also responsible for developing the Private Events venue image and improving all public profile listings.

The major responsibilities of this position include:

- Responsible for scheduling, creating, and disseminating winery email campaigns, including:
 - Wine Club release notifications, event announcements, monthly DTC promotions, web sale promotions, and more.
- Creates advertising strategy and identifies key publications for optimal brand exposure.
- Supports winery events and promotions by developing captivating event descriptions, content for social media posts, print materials (flyers, order forms, menus, etc.), and graphics for the Upcoming Event website page calendar.
- Works with website developer to create new pages and reformat existing pages as needed. Ensures website content is up to date and relevant, accurate, engaging, and attracts visitors. The website updates may include banner/page ads,



highlighting new and existing wines, wholesale wines, blog posts, articles, accolades, calendar, events, visitor experiences, etc.

- Maintains and regularly updates private events website pages (Private Events, Weddings, Corporate Events). Updates inquiry form, visuals, links, and descriptions as needed.
- Creates private event site tour materials and updates as needed, including event portfolios, pricing and rate sheets, brochures, rack cards, note cards, poster boards, etc.
- Manages and regularly updates content on all public venue profiles. Tracks monthly profile listing analytic data to identify trends.
- Manages social media accounts for both winery brands (Zaca Mesa Winery and TREAD Wines) using Later, Instagram, and Facebook scheduling software.
- Develops wholesale materials, print and digital, including shelf talkers, server cards, wine notes, sell sheets, etc.
- Manages wholesale-directed "Trade & Media" website page. Adds new vintage materials as needed (shelf talkers, server cards, wine notes, bottle shots, etc.)
- Responsible for the creation and edits of wholesale presentations, including annual presentations with wholesale distribution team and sales representatives.
- Maintains and updates "Find a Store" website page by updating current on and off-premise locations in StorePoint using data from PowerBI.
- Prepares annual Marketing budget.
- Reports to upper management on performance and demographics regularly with statistics based on Google Analytics traffic data, social media insights, and Mailchimp data.
- Creates all print materials for winery, including Wine Club newsletters, winery brochures, infographic poster boards, informational postcards, etc.

About You...

Words that people use to describe you include charismatic, creative, meticulous, 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.



- Two to four years of related marketing experience preferred.
- Strong proficiency with Mailchimp and WordPress, or comparable platforms.
- Strong working knowledge of all Adobe Creative Suites programs, primarily InDesign, Photoshop, and Illustrator.
- Experience in graphic design and copywriting; a brief portfolio of work demonstrating your design style and copywriting skills is required.
- Outstanding grammar and English language skills with strong proofreading abilities.
- Proficient 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 available to work occasional alternative hours, including evenings and weekends.
- Experience working as part of a team in a supervisory or managerial role is a plus.

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 resolute team. We offer a competitive salary and benefits (401k, health, dental & vision). We provide extensive training, tools, and resources to set our applicants up for success.

Please submit your resume, cover letter, and a portfolio of your work to our **General Manager at kristin@zacamesa.com**. We look forward to meeting you!