



Communications Manager

Domaine Serene Vineyards and Winery

Dayton, OR

Mission: We are looking for a self-motivated and talented Communications Manager to lead our internal and external communications efforts. In this position, the Communications Manager will oversee producing quality content that engages customers and builds brand recognition. The ideal candidate will be an excellent communicator, with brilliant presentation and organizational skills.

Roles and Responsibilities

- Create informative content, press releases, pitches, and media opportunities to share Domaine Serene's brand, products, and services.
- Develop and implement effective communication strategies that support our club acquisition efforts, brand awareness, and customer satisfaction. Monitor and report on the success of these strategies.
- Collaborate with the Marketing and Executive teams to identify the public voice of the brand
- Determine strategic communications campaigns that will help further organizational goals
- Prepare media activity reports to present to the VP of Marketing and Executive team.
- Prepares and manage the creation of marketing and communications collateral to ensure that it is consistent with Domaine Serene's brand, including emails, website copy, and ads.
- Create communication strategies for product launches, events, promotions, and media outreach.
- Respond to communication-related issues in a timely manner.
- Reach out to influencers, media and beyond in order to arrange story placement on a national and global level

Knowledge, Skills, and Abilities:

- Strong writing skills, including proofreading, editing and the ability to write appropriately for the designated audience.
- In-depth knowledge of communication practices and techniques, specifically messaging practice for business.
- Outstanding written and verbal communication skills.
- Must be able to adapt to various work styles in a fast-paced environment.
- Ability to manage and prioritize multiple projects and delegate tasks as appropriate.
- Exceptional organizational skills and attention to detail. Ability to multi-task and adjust priorities to meet deadlines on short notice.
- Ability to work independently with minimal supervision.
- Strong interpersonal skills and demonstrated ability to build and maintain relationships at all levels of an organization.
- Ability to demonstrate discretion, good judgment, tactfulness and diplomacy.
- Demonstrated ability to research and resolve problems.
- Proven ability to read and effectively interpret complex documents.
- Strong customer service skills with the ability to work successfully in partnership with other departments.

Experience:

- Bachelor's degree in communications, journalism, public relations, or relevant field
- A minimum of 5 years' experience in a similar role
- Experience in a wine brand environment is required

Technical Experience:

- Excellent Microsoft Office skills required in Excel, PowerPoint, Word and Outlook
- Experience with marketing platforms such as Mailchimp and project management such as Asana, website platform such as Wordpress.
- Experience CRM tool, such as WineDirect

Company Core Values:

- Integrity
- Quality Focus
- Continuous Improvement
- Perseverance
- Hard Work
- Commercial Courage

Compensation Package: Competitive compensation package with bonus eligibility. The benefits package is comprehensive and includes health, dental, vision, and a 401K program with employer match, term life insurance, 15 days of personal time off and an additional 10 paid company holidays.