



Marketing & Brand Coordinator

Domaine Serene Vineyards and Winery

Dayton, OR

Mission

To support the consistent development of the Domaine Serene and Château de la Créé brands by contributing to the development and execution of brand objectives. The ideal candidate has a passion for brand development and creative thinking. Must be self-driven, efficient with deadlines and able to work professionally and effectively in a fast-paced, high profile, luxury wine environment.

Role and Responsibilities:

- Create, facilitate and complete projects through on-going communication with the executive, sales and direct to consumer teams.
- Provide marketing support and lead initiatives with the sales and direct to consumer teams.
- Administrative management of our media contacts, including critics and keep our scores, awards, and accolades updated.
- Manage our assets, including images, videos, labels, and brand collateral.
- Project manage multi-department projects and marketing campaigns
- Identify and implement marketing strategies for brand recognition opportunities.
- An active participant in the development, execution and management the brands' web, email, digital, and social media strategy and content.
- Create and implement content for print and digital marketing campaigns.
- Create event branding and execution across all print and digital media.
- Copywriting, editing, design implementation.
- Provide administrative support as needed.

Education and Experience:

- Bachelor's Degree required. Marketing or Communications preferred.
- 2+ years' experience in marketing, public relations and/or consumer packaged goods.
- Experience in a wine and/or luxury brand environment a plus.
- Highly organized, quick learner and ability to work with limited direction.
- Must be able to set and adjust priorities independently.
- High level of attention to detail and accuracy.
- Strong writing skills, including proofreading, editing and the ability to write appropriately for the designated audience.
- Must be able to adapt to various work styles in a fast-paced environment.
- Must be able to lift 45 lbs.
- Working knowledge of French a plus.

Technical Experience:

- Excellent Microsoft Office skills required in Excel, Power Point, Word and Outlook.
- Excellent graphic design skills using Adobe Illustrator, Photoshop, InDesign.
- Experience with marketing platforms such as Mailchimp and project management such as Asana, website platform such as Wordpress.
- Experience CRM tool like a Wine Direct.

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.

Company Core Values:

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