



DOMAINE SERENE

GRAND VIN DE BOURGOGNE



CHÂTEAU DE LA CRÉE
DEPUIS 1431

GRAND VIN DE BOURGOGNE

Maison
Evenstad



GRAND VIN DE BOURGOGNE

LES TOURELLES
de la Créé

Position Description – Marketing Associate

Evenstad Estates is a portfolio of world-class Pinot Noir and Chardonnay brands from Oregon and Burgundy that is positioned to change the landscape of fine wine by re-defining the reference for world-class wines and hospitality. Domaine Serene has been named by the Portland Business Journal as one of Oregon's 25 Most Admired Companies for 3 of the past four years and was honored with the Oregon State University Austin School of Business Management Award for Business Renewal in 2017 for outstanding planning and business sustainability.

Founded in 1989 by Ken and Grace Evenstad, Domaine Serene has quickly become Oregon's iconic producer of world-class Pinot Noir and Chardonnay and is the only winery in the world to have secured a top 3 or better ranking for Pinot Noir and Chardonnay from Wine Spectator's coveted Top 100 Wines of the Year list, while also winning the wine industry's top honor, Wine Spectator's Distinguished Service Award in 2018. Located at the top of the Dundee Hills in the Northern Willamette Valley, Domaine Serene's picturesque Winery Hill Estate is home to one of the world's most advanced winemaking facilities and is the site of Oregon's first custom-built winery dedicated exclusively to the production of world-class Chardonnay and sparkling wine. Evenstad Estates owns and meticulously manages over 1,000 acres of land, including 275 acres of world-class, hillside Pinot Noir and Chardonnay vineyards, all of which are dry-farmed and LIVE certified sustainable.

In April 2015, The Evenstads purchased Château de la Créé, a beautifully restored Château and state of the art winery located in Santenay, Burgundy dating back to the 15th Century. The Evenstads are proud owners of a modern gravity-flow winery in Santenay as well as 25 acres of sustainably-farmed vineyards throughout some of the most renowned districts of the Côte de Beaune. The Evenstad's vineyard holdings include 18 distinct vineyard climates in the districts of Pommard, Volnay, Meursault, Puligny-Montrachet, Chassagne-Montrachet, Santenay and Maranges, and include seven Premier Cru and two rare Clos Monopole vineyards. Evenstad Estates now encompasses three brands in Burgundy, including Les Tourelles de la Créé, Château de la Créé and Maison Evenstad.

Driven by an inspired team of talented executives, winemakers and business managers Evenstad Estates strives to continually change the landscape of fine wine by leading the quality pursuit of Pinot Noir, Chardonnay and sparkling wines.

Position: Marketing Associate, Evenstad Estates

Mission: The Marketing Associate will support key marketing initiatives and execute portions of the marketing agenda for one of Oregon's most ambitious, successful, and respected wineries. The ideal candidate is a high integrity individual with a passion for branding and marketing. They will possess a competitive spirit, openness to constructive coaching, and the ability to manage competing priorities. Wine experience is not required, but the ability to quickly learn the language and landscape of fine wine is.

The candidate must possess the ability to work in a fast-paced, luxury wine environment where continuous improvement is always expected. The position is based at the Domaine Serene winery in the hills above Dundee and reports to Keith Scott, Director of Marketing for Evenstad Estates.

Role and Responsibilities:

- Manage the execution of our brands' digital media efforts in conjunction with the Director of Marketing. This includes:
 - Google Ads, Analytics, and conversion tracking
 - Website updates, optimizations, and SEO initiatives
 - Social media promotion and conversion tracking
 - Management of display, video, and other digital campaigns
 - Continually assessing the digital media landscape for opportunities
 - Monthly reporting / dashboarding of digital marketing efforts and results
- Create copy for email campaigns, social posts, and other branded communications in conjunction with the Senior Public Relations and Communications Manager; also create and update branded presentations and point-of-sale items for trade-facing initiatives
- Partner with Direct-to-Consumer (DTC) stakeholders including hospitality, outreach and club to provide marketing support for a myriad of DTC offerings, including events and promotions at our winery Clubhouse and Wine Lounges as well as collateral production for Wine Club and Outreach/Virtual programs
- Partner with production and winemaking team to ensure quality and accuracy of all packaging on an ongoing basis; lead the proofing process for all packaging materials
- Assist with administrative tasks relating to wine critic and press submissions, maintaining wine scores database and tracking and reporting media placements.

Requirements and Qualifications:

- Digital marketing expertise with demonstrated commercial results across PPC, paid digital, search, and social advertising, with an emphasis on Google, Facebook, and Instagram promotion optimization, and conversion tracking.
- Experience managing and improving a brand website through off-the-shelf CMS systems such as Craft and WordPress and (ideally) custom CMS systems.
- A keen interest in the rapidly evolving digital media landscape, and the ability to translate that interest into well-researched recommendations for how our brands can improve our marketing investments and results.
- The ability to write accurately and, with coaching, in the brand voice, to support a robust flow of communications which adhere to our luxury brand standards.
- Ideal but not required: Brand photography, Adobe Creative Cloud, and video production experience. We are willing to train the right candidate in these disciplines in order to create luxurious and on-brand imagery and photography in-house.

- Wine experience is not required, but some combination of DTC / CPG / Luxury Goods experience is preferred.
- The ability to manage upward and laterally to ensure timely communication and identification of both opportunities and hazards.
- Proficient with Microsoft Office Suite or related software.
- Must operate with the highest level of integrity and transparency at all times.
- Must be a hard-working and naturally inquisitive person who is not afraid to conduct tests or trials to make even small improvements and enhancements.
- Strong time management and communication skills are a critical for the successful candidate.
- Strong analytical and problem-solving skills, with the ability to manage and prioritize multiple projects.

Company Core Values:

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

Core Competencies:

- Drive for Results
- Innovation
- Operational and Product Excellence
- Agility
- Ability to Embrace Lead Change & Continuous Improvement
- Proactive Communication
- Business Savvy
- Customer Service
- Industry Leadership