

Opolo

Job Title: Marketing Coordinator

Opolo Vineyards is seeking an enthusiastic and hardworking individual with strong brand and communication experience for the position of Marketing Coordinator. Under the direction of Opolo's Director of Marketing, the Marketing Coordinator will assist in the execution and development of marketing initiatives including but not limited to, email, social media, print, and digital advertising campaigns. Opolo Wines LP is a family-owned and operated winery seeking an individual who enjoys digging in, has exceptional writing skills, and has a passion for storytelling.

Job Type: Full-time

Compensation: \$18 - \$25 per hour dependent upon qualifications and experience.

Essential duties & responsibilities include, but are not limited to the following:

- Provide support to the Director of Marketing on all marketing efforts for all Opolo initiatives and brands
- Supports Graphic Design of Marketing Collateral and Promotional Materials (i.e.: Flyers, Newsletters, Tasting Room Collateral, Event Signage)
- Maintain social media accounts for Opolo and Willow Creek Distillery (i.e: Facebook, Instagram, Twitter, Yelp, Google My Business)
- Engages with followers and maintains social media calendar
- Create & schedule static posts, Instagram/Facebook Stories, Instagram Reels
- With the Director of Marketing, oversees in-house photoshoots and content creation efforts
- Website Content Management: makes updates (including copy, photography, links, etc.) to ensure appropriate content is relevant to consumers
- Create & execute weekly email newsletters in support of DTC sales and Wine Club
- Send out weekly review recaps (Yelp, Google, Facebook, TripAdvisor) to top management and responds to reviews when necessary
- Other duties as assigned in support of Sales, Wine Club, Tasting Room, and Events teams

Experience Requirements:

- Must be 21 or older
- Education: Bachelor's Degree preferred
- 2-3 years of working experience in same or similar field
- Prior SEO or social content management preferred
- Previous experience in winery environments preferred
- Proficiency in Adobe Creative Suite, specifically Photoshop, Illustrator and InDesign
- Proficiency in Word, Excel, Outlook, etc
- Understanding of Project Management software. (Airtable, Asana, Monday)
- Strong oral and written skills.
- Must be self-motivated and able to multi-task and solve problems as they occur
- Team player who can work well with or without supervision