
RIDGE

VINEYARDS

Location: Lytton Springs, Healdsburg, CA
Title: Social Media Intern

OBJECTIVE:

Ridge Vineyards is looking for a seasonal (three-month) full-time Social Media Intern. We are looking for a social media enthusiast to assist us in the creation, distribution, and analysis of our social media /digital content. This internship has the potential for conversion to a full time position.

The ideal candidate is social media savvy, pursuing a degree in Marketing / Communications or other related major.

The Social Media Intern will gain hands-on experience planning, creating, scheduling, and analyzing social media posts and digital content.

Responsibilities

- Use social media to engage with our community of online followers
- Respond to questions on social platforms, routing to the appropriate individuals for response if necessary
- Document winemaking and harvest activities at our two wineries via photography and video
- Create, schedule, and post social media content based on Digital Marketing calendar
- Monitor analytics for all social media platforms
- Report on weekly and monthly trends
- Transfer historical posts from WordPress blog to Ridge website

Requirements

- In-depth working knowledge of mainstream social media platforms
- Eager for challenges, fast pace, new ideas, future focus, and an unstructured environment.
- Ability to respond to urgent situations appropriately by prioritization.
- Strong written and verbal communications skills, outstanding organizational skills
- Analytical aptitude in tracking marketing performance
- Ability to multi-task and be hands-on on multiple projects simultaneously
- Ability to travel between Healdsburg (Sonoma County) and Cupertino (Santa Cruz Mountains) regularly

Please submit your resume to: careers@ridgewine.com