



Job Description

Position Title: Digital Marketing Coordinator
Category: Full time

OBJECTIVE: Our Digital Marketing Coordinator must be creative, motivated and possess an uncommon attention to detail. Keys to success in this role include the ability to effectively communicate and engage with customers and members of the trade, promote our organization in a positive, authentic and compelling way, and create impactful content that resonates with our audience, converting fans into customers. Our ideal candidate understands how to execute a strategic plan, measure success, and positively contribute to the overall growth of the department and the organization.

DUTIES AND RESPONSIBILITIES:

SOCIAL MEDIA:

- Grow RIDGE's social following through engagement and creative content
- Create digital content appropriate to the individual social platform
- Manage all published content and conversations on our scheduling / communication platform, Sprout Social
- Help create and maintain the content editorial calendar accommodating the email marketing, event and holiday calendars
- Give followers a behind-the-scenes look at our organization, prioritizing winemaking and vineyard operations and the corresponding production and vineyard teams
- Respond appropriately to questions and comments across all social media channels
- Engage in online conversations with wine educators, sommeliers, chefs and other wine, food and travel influencers
- Develop and expand influencer outreach efforts.
- Drive traffic to the website through strategic posts and responses
- Attend and document various event activities at our two wineries and at regional events RIDGE participates in
- Promote calendared consumer and trade events in advance and through post-event summaries and documentation provided by attendees
- Create and maintain digital content and assets
- Monitor and distribute reviews from all established travel websites including Google, Facebook, TripAdvisor and Yelp
- Maintain brand identity across social platforms
- Create and distribute digital media report on a monthly basis
- Stay up-to-date on trends in digital marketing and social media
- Work with marketing team to monitor and analyze SEO and web traffic metrics
- Set specific objectives and report on ROI

- Design and implement social media strategy to align with the different business units' goals
- Collaborate with marketing, sales and customer service to ensure brand consistency
- Design, create and manage promotions being sure to integrate with the winery's overall marketing campaign plan and channels.
- Analyze tactics and translate qualitative data into recommendations for revising social media, content marketing, SEO and social advertising campaigns.

PHOTO & VIDEO:

- Take high quality photos and videos for distribution on appropriate social channels
- Help coordinate photography and video shoots throughout the year
- Take photography at internal company events for distribution on internal network and Salesforce Chatter
- Properly store all photography and video files on RIDGE network
- Properly maintain company's photo and video equipment
- Manage video uploads, configuration and tagging to YouTube

OTHER DIGITAL CONTENT:

- Transfer relevant historical blog posts from previous platform to new website
- Cross train on administrating the RIDGE website CMS and Storefront

COMMUNICATION:

- Create and construct news items and blog posts for the RIDGE website
- Ability to write and proofread various content and collateral pieces

REQUIREMENTS:

- Bachelor's Degree in Marketing or related field preferred
- 2-3+ years of experience in social media marketing / digital content creation
- Exceptional communication skills, both written and oral
- Deep knowledge and understanding of the various social media platform (Facebook, Twitter, Instagram, YouTube, etc.) functionality, metrics, and strategy
- Ability to measure the success of campaigns.
- Ability to develop the right voice for Ridge
- Experience executing social media strategies.
- Excellent organizational and time management skills
- Possesses excellent writing and language skills
- Passion for wine and the food and wine lifestyle
- Ability to make empowered decisions that positively affect the customer's experience
- Computer / digital proficiency: Word, Excel, Salesforce.com, Sprout Social, etc.
- Experience with Adobe Suite: Photoshop, Lightroom, InDesign, Illustrator, etc. preferred
- Excellent attention to detail
- Exceptional customer service skills
- Frequent travel between our two winery properties in Healdsburg and Cupertino, CA
- Ability to travel throughout the Bay Area and occasionally beyond, as needed

- Ability to periodically work evenings and weekends as needed
- Experience with content development and publishing required
- Experience with professional cameras (DSLR) and photography preferred

NON-ESSENTIAL DUTIES AND RESPONSIBILITIES:

Performs other related duties as assigned.