

MARTIN FAMILY

— WINERIES & DISTILLERIES —



Job Description

Job: Social Media/Marketing Associate

Supervisor Title: Marketing & Graphic Design Manager

FLSA Status: Non-Exempt

Purpose of the Job:

The Social Media/Marketing Associate is responsible for planning, implementing, managing, and monitoring company's social media strategy in order to increase brand awareness, improve Marketing efforts and increase sales in collaboration with team to generate new ideas. Creates visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. Partners with Marketing & Graphic Design Manager in all marketing efforts and tasks.

Essential Job Functions:

The Social Media/Marketing Associate is responsible for assisting the Marketing & Graphic Designer Manager in the following:

- Oversees social media and review site accounts for all locations i.e. Facebook, Instagram, Tik Tok, YouTube, Yelp, TripAdvisor, and Google
- Generates, edits, publishes, and shares engaging content on social media platforms
- Communicates, engages, and responds to queries in a timely manner, monitors customer reviews, and interacts with pages in the industry
- Collaborates with other departments (marketing, operations, and tasting room) to ensure brand consistency
- Performs research on current social media trends and audience preferences
- Utilizes Square marketing to execute text and email campaigns
- Works with Marketing & Graphic Design Manager on execution of marketing campaigns and promotions
- Works with Marketing & Design Manager on website management including design, blog posts, updates, etc.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- Excellent communication skills
- Knowledge of online marketing channels

- Ability to deliver creative content (text, image and video)
 - Hands on experience in content management
 - Familiarity with web design, Wordpress
 - Great Multi-tasking skills
 - Time Management skills
 - Creative thinking
 - Detail oriented
 - Willing to learn and grow wine knowledge, marketing tactics and design elements
 - Willingness and the ability to travel
 - Must have an outgoing and enthusiastic personality
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Computer Knowledge:

- General knowledge of Microsoft Office and Google Suite
 - Wordpress
 - Familiarity with social media platforms- Facebook, Instagram, Twitter, TikTok, and YouTube
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Education/Experience:

Must have an Associate's degree in Marketing, or one years' experience in Marketing or a related field

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand; walk; use hands; reach with hands and arms and taste or smell. The employee is frequently required to climb or balance; stoop, kneel, crouch or crawl and talk or hear. The employee is occasionally required to sit. The employee must occasionally lift and/or move up to 40 pounds.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly exposed to a climate controlled environment. However on occasion, the employee may be exposed to outdoor weather conditions. The employee is occasionally exposed to fumes or airborne particles; toxic or caustic chemicals.

The noise level in the work environment is usually quiet.

Work Schedule:

A minimum of 40 hours per week is required, but more time may be required when needed. This position requires you to be available days, nights, weekends, and flexibility to work at our other locations when needed.

I understand and agree to the duties and the expectations of my role as outlined in this job description. This job is not intended to be all inclusive. Employee may perform other related duties as requested to meet the ongoing needs of the organization.

Employee Name

Employee signature

Date