



**Job Title: Direct to Consumer Sales and Marketing Manager**

The Direct-to-Consumer Sales and Marketing Manager role is responsible for managing and curating Quivira and La Follette's marketing initiatives, both digital and traditional, as well as promoting and managing the Direct-to-Consumer Sales with a high emphasis on Wine Club development. Additional focus on brand training for all staff and the continual refinement of the Wine Creek Brand Stories is paramount to success.

The DTC/Marketing manager reports jointly to the Wine Creek Leadership Team. The Leadership team comprises: The Distributor Sales Manager, National Sales Manager and Director of Winemaking.

Job Responsibilities

Marketing:

- Create and curate Social Media content with emphasis on driving overall recognition and connection with the Quivira and La Follette brands to support brand development and interaction as well as visitation to the Quivira Winery in Healdsburg.
- Monitoring Website traffic and updating content as needed to maintain a fresh digital presence.
- Create and monitor email campaigns with unique offers to the existing mailing list which coincide with vintage releases, seasonal changes, and other events/happenings at the Quivira Winery.
- Driving Mailing list sign ups through multiple channels – Social, Direct Sign Ups, etc.
- Manage submissions to traditional wine media to acquire scores and promote inclusion in articles.
- Research Social Media Influencers and create partnerships/relationships.
- Outreach to local lodging, restaurants, and tour companies to drive traffic.

Wine Club:

- Working with the leadership team to increase Wine Club membership and facilitating 3 club shipments / year.
- Streamlining the current Wine Club offerings and benefits.
- Manage Wine Club Member expectations, requests, and experiences.



Tasting Room Responsibilities:

- Conduct training sessions with existing and new tasting room staff to ensure that brand messaging is consistent and accurate.
- Work with Tasting Room staff to encourage wine club sign ups.
- Hosting VIP/Wine Club Members as needed.
- Creation and curating new experiences utilizing the Quivira Estate and pouring licenses.
- Creating, Hosting and Managing special events on property consistent with our permits.

National Sales Support:

- Work directly with National Sales Manager to update technical sheets and other selling materials with current vintages, ratings, stories, etc.

Candidate Requirements

Must be entrepreneurial, highly self-motivated and able to manage multiple tasks.

Strong computer skills with emphasis on social media and graphic design.

Proficient in Microsoft Office.

Advanced understanding of Photography and Videography for content creation.

Hospitality experience and basic knowledge of the wine industry a plus.

Highly analytical and able to provide reports as to the success of marketing campaigns.

Salary: Competitive and based upon candidate experience level.

Bonus: Annual bonus based upon achieving DTC sales goals with a discretionary bonus based on success in elevating the company image via marketing efforts.

Please forward Resumes to: [Careers@winecreekcellars.com](mailto:Careers@winecreekcellars.com)

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