



GLENORA

WINE CELLARS

Winery • Inn • Restaurant

Setting the Standard of Excellence Since 1977

Marketing Coordinator

Glenora Wine Cellars, Inc.

5435 State Route 14, Dundee, NY 14837

607.243.5511 | www.glenora.com

Glenora Wine Cellars is seeking a Marketing Coordinator to assist in the development and implementation of the company's brand strategy for the Winery, Inn, and Restaurant. The ideal candidate will have a balance of creative and analytical skills and prior experience with a wide range of marketing functions, including communications, advertising, branding, digital marketing, and social media.

Key Responsibilities

- Coordinate and execute programs with local tourism and marketing organizations to include, but not limited to: Finger Lakes Wine Country, Finger Lakes Tourism Alliance, Finger Lakes Wine Alliance, area Chamber of Commerce organizations
- Create and copyedit original content that aligns with Glenora brand guidelines for direct to consumer and e-commerce marketing initiatives and projects including print and digital promotional materials, event signage, press releases, etc.
- Maintain and update content on Glenora.com for the Winery/Inn/Restaurant including the e-commerce functionality and event calendar
- Manage and execute communication strategy across all company social media channels (Facebook, Instagram, TikTok)
- Manage consumer email marketing strategy using Robly to include content development, design, list segmentation, and campaign analysis and reporting
- Prepare and analyze monthly and annual marketing reports using sales data and digital marketing metrics across all departments and channels
- Maintain local business listings on business listing websites and directories
- Collaborate with General Manager on trade and media communications and initiatives
- Proactively research evolving digital marketing technologies, trends, and features
- Manage custom label program from design to fulfillment with customers

Skills and Qualifications

- Proficiency in full Microsoft Office suite, Google Analytics, Email Marketing programs. WineDirect, Robly, and Constant Contact experience a plus.
- Experience with graphic design tools such as Canva or Adobe Creative Suite
- Familiarity with content management systems (CMS) and customer relationship management (CRM) tools
- Knowledge of traditional and digital marketing, content marketing, email marketing, and social media best practices
- Organized multitasker, able to handle many diverse projects at once and meet tight deadlines with excellent attention to detail
- Excellent writing, communication, and presentation skill
- Must be a self-starter with the ability to complete activities with minimal direction
- Through teamwork, job knowledge, work ethic and flexibility actively promote a positive atmosphere and culture of excellence

Education and Experience

- Bachelor's Degree in Marketing, Communication, Business or another related field
- Requires 1 to 3 years related experience
- Previous wine industry experience a plus, however not required

Full Time Position: 40 hours per week

Compensation: Commensurate with experience, full benefits

Reports to: General Manager