



Marketing & Communications Specialist

WHO WE ARE:

Dry Creek Vineyard, one of Sonoma County's premier family-owned legacy wineries, is seeking a Marketing Specialist to join our incredible team! We are a collection of passionate, fun-loving professionals whose dedication to fine wine and connecting with others is at the heart and soul of each bottle that we produce. Now in our 53rd year of operation, we are firmly committed to a "No Compromises" mentality, producing appellation-focused, *terroir*-driven, varietal-defining wines. We are 100% certified sustainable, and we care deeply about our wines, our customers and each other. If our philosophy speaks to you, we want YOU to be a part of our team!

WHO WE'RE LOOKING FOR:

Do you thrive on creating content that makes people stop scrolling — and then know how to turn that content into a sales tool? We're looking for a **Marketing & Communications Specialist** who can bring our story to life across digital platforms *and* in the trade.

In this role, you'll lead our social media strategy, capture and edit photo and video content, and keep our digital channels buzzing. But you'll also help shape the materials that our distributors, sales team and trade partners rely on to sell our wines. One day, you might be scheduling influencer shipments and shooting video with our President; the next, you might be building a pitch deck for a ~~chain~~ buyer or representing the winery at a flagship industry event.

We're looking for someone who's curious, resourceful and not afraid to roll up their sleeves — the type who thrives in a fast-paced, "all hands on deck" environment. If you're passionate about wine, love telling stories that connect with people, and aren't shy about mixing it up with both sommeliers and consumers, this could be your perfect next adventure.

RESPONSIBILITIES INCLUDE:

- Developing trade tools and presentations for our sales team, distributors and other trade partners
- Building social media calendars and producing engaging content (photo, video, stories, reels)
- Supporting digital campaigns, email marketing, and website updates for sales growth
- Managing influencer partnerships, sample shipments, and user-generated content opportunities
- Coordinating marketing support for winery events and participation in marquee industry events
- Creating and maintaining sales collateral, including brand decks, sell sheets, and go-to-market materials
- Keeping trade platforms, databases, and portals current
- Tracking analytics and reporting on campaign and sales tool effectiveness

- Collaborating cross-functionally with sales, hospitality, winemaking, and leadership teams

KEY QUALIFICATIONS:

- 5+ years of marketing experience, ideally in wine, beverage, or hospitality
- Strong skills in design and presentation tools (Adobe Creative Suite, Canva, PowerPoint)
- Experience with social media platforms and management tools (Instagram, Facebook/Meta, TikTok)
- Photography and video production/editing skills
- Strong organizational skills with the ability to juggle multiple priorities in a fast-paced environment
- Excellent written and verbal communication skills
- Passion for wine; WSET, CSW, or similar certification a plus

LOCATION:

This position is based at our winery in Healdsburg. It is not a remote or hybrid role.

Ready to roll up your sleeves and make your mark at a pioneering Sonoma County winery? If you're eager to mix trade strategy with digital creativity — and have some fun along the way — **send your resume and cover letter to careers@drycreekvineyard.com.**

California Pay Transparency: Annual salary range is \$69,000-\$83,200. Actual wage will be dependent upon candidate's experience and qualifications.