

Media and Corporate Communications Specialist

Chateau Montelena Winery
Calistoga, CA

Job Description

Overview: *This position supports the external and internal marketing and communications needs of the Sales and Marketing department of Chateau Montelena Winery.*

Project Management (25%)

- Manage the development and creation of brand collateral, promotions, and advertising campaigns (mobile, digital, and print) that are in-line with the brand identity and consumer targets.
- Brand “police”: Oversee enforcement and implementation of CM brand standards. Ensure Chateau Montelena’s marketing communication materials, products and efforts reflect image and brand voice standards, on collateral, website, social media, signage etc.

Corporate Communications (25%)

- Produce or manage production of brand images and videos.
- Collateral: Streamline and consolidate printed branding communications to reduce printing costs. Coordinate with Administrative, Tasting Room, Club, Production, and Warehouse teams to monitor depletion and assess needs.
- Labeling: Update labels prior to bottling runs; create labels for new projects and submit new/edited labels to TTB.
- Oversee and manage vendors to produce corporate communications.
- Liaison with Public Relations Agency of Record.

Website and Online Content Management (25%)

- Manage website content (copy, images, and videos) and update as needed (e.g., visit info, events, wine vintages, people, trade/media downloads, news, social media feeds, etc.).
- Manage and generate content for the Chateau Montelena Blog and newsletter.
- Monitor external website listings and ensure information is valid and up-to-date.

Social Media & Analytics (25%)

- Plan social media calendar and campaigns.
- Oversee and manage social media vendors.
- Recruit and manage staff members interested in assisting with social media brainstorming, planning and execution.
- Adapt social programming using analytics to improve consumer targeting.

Desired Skills: Project Management, Graphic Design, and social media platforms experience including but not limited to Twitter, Facebook, Pinterest, LinkedIn and Instagram. Ability to multi-task and willingness to learn new software. Strong writing skills. Must be organized with keen attention to detail and ability to manage and hit required deadlines.

Software: Microsoft Office Suite, Adobe Suite (Photoshop and Illustrator), familiarity with the concept of Content Management Software (CMS)

This is a fantastic opportunity to be a part of the team supporting the world-renowned Chateau Montelena wine brand. Learn more about Chateau Montelena at www.montelena.com.

Competitive benefits include PTO, medical, dental insurance and 401K. This position will be located at the Chateau Montelena Winery in Calistoga, CA. Do not contact the winery directly regarding this posting. Submit your resume and cover letter to hr@montelena.com.