



## **MARKETING / EVENT COORDINATOR**

### **JOB SUMMARY**

Our Marketing / Event Coordinator will support Dark Horse Estate Winery in marketing and to promote events. We are looking for a positive and professional individual who can showcase their passion for local wine and food by engaging with guests in person and in the digital realm!

The Marketing / Event Coordinator position is ideal for students studying Marketing & Event Coordination. The role will provide real-time experience in promoting on-brand messaging to customers through various channels with the goal of driving revenue and supporting winery goals. This role supports marketing plans, targeted campaigns, and activated channels to drive consumer awareness. It focuses on increasing market share, and building a broader portfolio and brand awareness.

### **EXPERIENCE:**

- Post-secondary education with a focus on Marketing / Events or related discipline, combined with digital marketing experience.
- Demonstrated success working with a variety of digital marketing mediums, including web, social media, email communications, etc.
- Understanding of SEO and SEM principles and best practices.
- Experience working with website Content Management Systems including WordPress.
- Experience working with email marketing tools (ie. Campaign Monitor and/or other systems).
- A creative flair with experience navigating the Adobe Creative Suite (PhotoShop, InDesign, Illustrator), and/or online design tools such as Canva. Graphic design experience is an asset.
- Comfortable working with Meta Business Suite.
- Ability to produce photography for social media.
- Fluency in the Microsoft Office productivity suite (Word, Excel, PowerPoint, Outlook).
- Detail oriented, organized, and able to handle multiple projects at the same time. Strict attention to detail and accuracy is crucial.
- Excellent interpersonal, communication (oral and written) and time management skills.
- A team player with a customer service focus
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### **SKILLS**

- Outgoing and confident personality - Your enthusiasm for the role will be foremost!

You will be representing the Dark Horse brand throughout the community and should feel comfortable initiating conversations, collecting data and speaking to large groups of people.

- Strong work ethic
- Great energy and positive attitude
- Problem Solver - Solve problems that might arise at an event, provide solution alternatives and make the appropriate decision to implement in a timely and professional manner, recognizing when to elevate issues to full time staff.
- Adaptable
- Valid driver's license and provide a clean driver's abstract
- Able to lift a minimum of 30lbs
- Stand up to 8 hours at a time
- Able to work weekends, weekdays, and/or evenings.
- Smart serve required

We would like to thank all applicants for applying; however, only those applicants selected for an interview will be contacted. Please email resume and cover letter to [marketing@darkhorseestatewinery.com](mailto:marketing@darkhorseestatewinery.com)