



## OFFICE & MARKETING COORDINATOR

### NAPA VALLEY GRAPEGROWERS

The mission of the Napa Valley Grapegrowers (NVG) is to preserve and promote Napa Valley's world-class vineyards.

### THE OFFICE & MARKETING COORDINATOR

The Napa Valley Grapegrowers announces the opening of a full-time Office & Marketing Coordinator position. The successful candidate will possess exceptional administrative & communication skills, attention to detail, and will demonstrate a strong professional record of organization and commitment.

### RESPONSIBILITIES

#### 1. Administrative

- Support the CEO/Executive Director including, but not limited to:
  - Prepare and coordinate meetings and schedules, including for the Board of Directors
  - Coordinate mailing of member thank you letters and industry support letters
  - Plan annual Board of Directors retreat and coordinate all social gatherings, i.e., Past Presidents lunch
- Answer telephones; sort daily mail
- Manage NVG office vendors and accounts, including IT and related vendors
- Maintain inventory of NVG and Napa Valley Farmworker Foundation (FWF) marketing collateral and printed materials; order as needed
- Maintain inventory of office & kitchen supplies; order as needed
- Research and purchase office equipment as directed
- Export, review, and update Excel spreadsheets as required for organizational reporting
- Work with Marketing Manager to oversee annual donor mailings and outreach correspondence

#### 2. Marketing and Communications

- Provide general support to the Marketing Manager
- Provide administrative support for the Marketing & Communications Subcommittee
  - Support setup and breakdown meetings; take meeting minutes
- Support event production and logistics for the Annual Dinner, Membership Meeting, Afternoon in the Vineyards, Vineyard Social Club, and all other events
- Harvest STOMP
  - Support the coordination of the week of event volunteers and temporary staff
  - Support the team in printing and mailing all receipts, thank you letters and packets
  - General administrative and operational support for event production
- Provide staff support to film crews and other video projects

- Organize and maintain graphics library according to issues, season, and specific marketing needs; maintain an organized online media archive via Dropbox
- Oversee holiday card mailing and printing
- Support the Marketing Manager in tracking ongoing performance of Social Media channels and Grower Bulletin performance
- Monitor mentions of NVG and FWF in the press and report to Marketing Manager and CEO/Executive Director
- Support the Marketing Manager in keeping the NVG newsroom up-to-date

### **3. Community Relations**

- Maintain calendar of community outreach activities including community events, appearances and other communications opportunities that support the goals of the organizations

### **4. NVG Programs**

- Coordinate all facets of the Napa Valley Internship Program
- Support Leadership Napa Valley Ag Day planning
- Work with the CEO/Executive Director to coordinate the Grower of the Year program
- Work with the CEO/Executive Director to manage the gift and recognition programs for both NVG and FWF

### **5. Napa Valley Farmworker Foundation**

- Provide support for all seminars and events including Pruning Contest, Día de la Familia, and Leadership & Management

### **6. Provide general support to the NVG team as directed by the Marketing Manager**

## **QUALIFICATIONS**

Candidates - take the following qualifications into consideration before applying. Cover letters and resumes must demonstrate the presence of the following attributes and skills:

- At least 2 years in related position
- Superior writing and verbal communication skills
- Experience with the Adobe Suite or similar graphic design and video editing programs a plus
- Strong interest in social media and trends (Facebook, Instagram, YouTube, TikTok, etc.)
- Thrive in a fast-paced, project-based environment
- Experience or interest in Napa Valley winegrape growing
- Highly motivated work ethic and organizational skills
- Strong people skills and an outgoing personality
- Ability to establish and build effective relationships with customers and co-workers
- Experience with budgets and reporting expenses a plus
- Demonstrated success managing accounts and performing analyses
- Proficiency in Excel and Word; experience with CRM and/or database software
- Experience with the sales and management of a luxury brand a plus
- Ability to assist with event set up, breakdown, and coordination
- Ability to work with management, colleagues, and people throughout the business and industry at every level

## **PHYSICAL REQUIREMENTS**

These are required to perform the key responsibilities of the job with or without accommodations

- Must be able to lift up to 50 pounds repeatedly
- Must be able to walk, stand, climb, hear, see, balance, reach with hands and arms, stoop, kneel, crouch or crawl on a daily basis
- Must be able to drive a reliable vehicle

## **ADDITIONAL REQUIREMENTS**

- Must possess a valid state driver's license
- Must have a clean motor vehicle record
- This job requires the use of your personal vehicle, for which you will be reimbursed for business-related driving expenses
- Must be able to sell, work with and be around alcoholic beverages

## **BENEFITS**

The NVG provides a competitive employee benefits package and supports a collaborative, productive workplace.

Candidates should submit a cover letter detailing their understanding of the Napa Valley Grapegrowers and what they can bring to this specific position, along with a resume directly to [napagrowers@gmail.com](mailto:napagrowers@gmail.com) Subject line must read: OFFICE & MARKETING COORDINATOR OPPORTUNITY

*Napa Valley Grapegrowers is an equal opportunity employer.*

*We require all employees to be vaccinated against COVID 19. In accordance with legal requirements, we will consider a documented medical or sincerely held religious accommodation request.*