



ECO TERRENO

WINES & VINEYARDS

Who We Are

Companies, like great wines, are not just produced; rather they are carefully cultivated. We are seeking a passionate individual to join our team at Eco Terreno where we employ our experience in winemaking with time honored traditions in a healthy respect for the land. With 140-acres of organically farmed and certified land, planted primarily to vineyards in Alexander Valley near Cloverdale, we are one of the leading wine farms in Northern California.

We believe our choices are opportunities to directly impact our future. We embrace the challenges and strive to nurture our planet and its inhabitants. By committing to being part of the solution, as opposed to part of the problem, we hope to inspire others to do the same. It may not be the most profitable or quickest path to success, but it is the most responsible and caring. We are confident small steps create greater strides and are grateful to share our journey with you.

As a company we echo the holistic habitat of our farm and thoughtfully embrace intention in everything we do. The caring hands that tend our fruit and the participants in our journey to share our wine with you, are valued as friends and family. By extending strong living wages and benefits to our team, which are far above industry standards, we are authentic in our purpose and our passion.

The Role.

The Marketing & DTC Sales Coordinator is responsible for overseeing all functions required to support and grow the Eco Terreno DTC Sales, Marketing and Wine Club through service and customer support. Duties will be based out of the Sonoma Administrative Office and will include working closely and supporting the San Francisco Tasting Room Manager to interact with guests and other team members. This person will possess a strong desire to develop the Eco Terreno brand through strategic planning and action.

This position is primarily located in our Administrative Office in Sonoma, CA with some travel to our Vineyard in Cloverdale, CA and our Tasting Room in San Francisco, CA.

What this person will do:

ECommerce, Phone, Web Sales

- Assist with website updates, eCommerce portal brand updates and current release wines to support wine club sales
- Outreach via phone to current and past customers
- Demonstrate products to, services and obtains product orders from existing and potential customers
- Support Direct-to-Consumer (DTC) customer orders, including product delivery updates and confirmations
- Email marketing campaigns
- Prepare wine club sales reports, DTC sales, social media and marketing initiatives
- Oversee shipping and fulfillment of all DTC orders (including delivery expectations, shipping/fulfillment, quality control)
- Manages and stocks all in-house shipping materials and on-site marketing collateral
- Manage inventory movements between storage and shipping facilities

- Manage Commerce 7 logistics and operations
- Head and Assist in off-site scheduled events

Marketing

- Maintain brand standard and inventory levels for consumer packaging, shipping collateral, and added value in conjunction with the web developer and the Tasting Room Manager
- Create Wine Club Material
- Participate in creation and calendaring of Blog Material
- Overall Marketing of Eco Terreno Wine and Brands
- Oversee digital marketing and social media platforms with oversight on LIVE announcements from tasting room and vineyard management teams
- Coordinate graphic design needs with support from marketing firm
- Plan annual of calendars for wine club and Eco Terreno special events
- Plan and oversee wine competition and award submissions and wine writers
- Participate in supporting non-wine events through organizing logistics and attending (Festivals, private parties, vineyard tours, tasting room events)

Wine Club Logistics

- Primary POC for wine club members and non-members in the Sonoma Administrative Office.
- Proactively communicate with all wine club members supporting high-levels of seamless guest service
- Promote member retention
- Plan SKU depletions and inventory needs, order processing and fulfillment in Commerce 7
- With the Tasting Room Manager - plan, prepare and perform all functions of the wine club events and Tasting Room outreach/ Marketing
- Assist in inventory management at the Sonoma Administrative Office and storage facility
- Receive special guests, and wine club members at the tasting room and vineyard as needed
- educate tasting room team members of the wine club and consider trends that are influencing wine club sales and sign ups

Ideal candidate must have:

- Bachelors Degree in Marketing or Business related Field
- 2+ years wine sales experience
- 2+ years wine or related industry marketing
- Proficient with Commerce 7 wine sale system
- Foundational knowledge of wine sales reporting and sale forecasting
- familiarity with wine and food pairings, wine hospitality
- Direct-to-Consumer (DTC) Sales experience is a must
- Event planning, communication and logistics experience
- Advanced knowledge of wine marketing, social media strategy, direct marketing, customer relationship management systems

The Pay range for this position is \$30 to \$38. The rate offered depends on a variety of factors, including job-related knowledge, skills, experience, and market location.

To Apply:

Please apply online or submit your resume to hr@ecoterreno.com.

Eco Terreno is committed to equal employment opportunities regardless of race, color, genetic information, creed, religion, sex, sexual orientation, gender identity, lawful alien status, national origin, age, marital status, and non-job related physical or mental disability, or protected veteran status. Pursuant to the San Francisco Fair Chance Ordinance, we will consider for employment qualified applicants with arrest and conviction records.