



Digital Marketing Specialist

WHO WE ARE:

Dry Creek Vineyard, one of Sonoma County's premier family-owned legacy wineries, is looking for a **Digital Marketing Specialist** to bring creativity, strategic thinking and an eye for detail to our growing team. We are a passionate, fun-loving group dedicated to crafting exceptional wines and connecting with our customers in meaningful ways. Now in our 53rd year, we remain committed to a "No Compromises" philosophy — producing terroir-driven, varietal-defining wines while maintaining our 100% certified sustainable practices. If you thrive at the intersection of data and design, storytelling and strategy, we want YOU to be a part of our team!

WHO WE'RE LOOKING FOR:

Do you live and breathe digital marketing? Can you switch seamlessly from crafting compelling email copy to optimizing an ad campaign, all while keeping a close eye on analytics? We're seeking a creative, highly motivated self-starter who loves to think outside the box while ensuring every detail is dialed in.

In this mid-level role, you'll be an integral part of our marketing team, developing and executing digital campaigns that drive engagement, increase sales, and enhance brand visibility across direct-to-consumer, wholesale and hospitality channels. You'll manage email marketing and SMS campaigns, fine-tune our ecommerce strategy, and bring our digital presence to life with visually engaging and data-driven content.

You've likely spent 3+ years in digital marketing, honing your skills in email automation, ecommerce, SEO, paid advertising and content creation. You're fluent in platforms like Commerce7, WordPress, Google Ads and Adobe Creative Suite — and you have the analytical skills to track and optimize performance.

This role is ideal for someone who thrives in a fast-paced, collaborative environment and sees digital marketing as both a science and an art. If you're eager to grow your career, drive results and make an impact in the world of wine, let's talk!

RESPONSIBILITIES INCLUDE:

- Crafting compelling marketing content, from email campaigns to website updates, social ads, and promotional materials.
- Managing email and SMS marketing to drive engagement, conversion and customer retention.
- Executing ecommerce and digital sales strategies, including promotions, bundles and seasonal offers.
- Overseeing Google and Meta ad campaigns, optimizing for maximum ROI.
- Improving SEO and UX through thoughtful content and site structure updates.

- Designing visual assets using Adobe Creative Suite and Canva.
- Tracking and analyzing digital marketing performance, identifying areas for optimization.
- Supporting hospitality and wholesale teams with digital promotions and event marketing.

If you're a digital-savvy, results-driven marketer who loves wine, storytelling and design, we want to hear from you!

Send your resume and cover letter to careers@drycreekvineyard.com to apply.

The pay for this role ranges from \$32.00 to \$40.00 per hour. The actual wage will be determined by experience, skills, and qualifications.

QUALIFICATIONS:

- Bachelor's degree in Marketing, Communications, or a related field OR equivalent work experience (3+ years in digital marketing).
- Strong copywriting and content creation/graphic design skills, with experience writing for ecommerce, email marketing and social media.
- 3+ years of experience in email marketing and automated flows.
- 3+ years of ecommerce marketing experience.
- 2+ years of experience in SMS marketing and campaign promotions.
- Experience with HTML, CSS, and website content management (WordPress, Elementor, or similar platforms).
- Knowledge of SEO, SEM and digital ad strategy, including PPC, Google Ads and paid social media.
- Skilled in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva.
- Familiarity with Google Ads, Google Analytics (GA4), Google Business Page, and performance tracking tools.
- Strong analytical skills with the ability to interpret marketing metrics and optimize campaigns.

PREFERRED QUALIFICATIONS

- Knowledge and experience in the wine industry preferred
- Strong storytelling and copywriting skills
- A/V and IT skills