

## Fireside Winery Events & Social Media Manager Job Description

Reports to Operations Manager

### Wage/Benefits

- Hourly Position – Working 40 hours per week. Occasional overtime.
- Paid vacation
- Medical with a \$75 company contribution per pay period
- Paid employee dental
- 401K with 3% company match
- Company paid Long Term Disability and Life Insurance
- 30% discount on wine, food, rentals and merchandise

### Schedule

- Due to the nature of this line of work, weekends are required.
- 5 days per week.
- Present at many large events at Fireside Winery

### Job Duties & Expectations

#### Private Event Management

- Act as primary contact for guests wishing to book private events at the Winery. Responding to email and phone inquiries.
- Responsible for booking all private events and managing the entire reservation process from initial signing, event planning and payments.
- Keep calendar accurate and up to date with all events
- Ensure event space is set up in correct format for each event

#### Live Music Event Management

- Seeking out talent
- Scheduling acts
- Ensuring entertainment contracts are signed and fees agreed upon
- Marketing of events on social channels such as Facebook and Instagram, Website and other event calendars.
- Create ticketing website as needed for ticketed events

#### Winery Event Management

- Plan events such as Harvest Celebration, Movie & Trivia, Kentucky Derby, Winemaker Series, production tours, pairing events, etc
- Market those events on social platforms

- Work/lead Winery events, ensuring guests enjoy their experience

#### Wine Club Events

- Organize quarterly pick up parties with Operations Manager
- Plan activities/learning opportunities for our wine club members
- Execute & lead wine club events
- Design the Quarterly pick up insert
- Communicate with members about pick up parties through company email

#### Social Media Manager

- Create appropriate and engaging content material for Facebook and Instagram to inspire fan interaction and action.
- Content includes photos, Canva posts, virtual wine tastings, videos, reels and event posts
- Respond to fan posts and messages timely

#### Other Duties

- Manage the donation request process
- Assist with writing wine tasting descriptions
- Timely updates to website including events, wines, recipes, blog posts, pricing, etc.
- Be an ambassador for Fireside Winery
- Design print materials to be used around the Winery and at external locations
- Written Correspondence including the monthly Fireside newsletter, weekly internal events update and bi-monthly reminder of special events.
- Collaborate with all team members and locations of Wilrona LLC including Ackerman Winery, Fireside Winery and our Wholesale team.

#### Skills Required

- Working knowledge of Microsoft Outlook, Word and Excel
- Solid understanding of Facebook and Instagram
- Strong customer service skills
- Strong organization skills
- Knowledgeable and interested in wine
- Energetic and outgoing and friendly personality
- Ability to lift 40 lbs
- Able to stand for 8+ hours a day

Interested candidates should email resumes to [cassie@firesidewinery](mailto:cassie@firesidewinery).