

## Minnetonka Orchards & Painter Creek Winery

# Marketing Coordinator

Minnetonka Orchards and Painter Creek Winery & Cidery is searching for a marketing coordinator. From day one, this individual will contribute to existing marketing programs,

while assisting with the development of new initiatives. The marketing coordinator must be a self-starter and organized multi-tasker able to handle many diverse projects at once.



### Daily and Monthly Responsibilities

- Manage all of MTO and PCWC's social media platforms
- Utilize graphic design software to develop flyers, brochures, menus and other marketing, advertising and event related collateral
- Maintain MTO and PCWC's WordPress websites
- Administer MTOs online ticketing during open season
- Develop email marketing and text marketing programs
- Support the Director of Operations in marketing efforts
- Serve as event support for ideation, marketing materials and operations
- Provide knowledge on marketing industry best practices

### Skills and Qualifications

- Degree in marketing or related field
- Experience with WordPress or willingness to learn
- Both a good collaborator and self-starter, with ability to work independently and as part of a team
- Excellent writing and communication skills
- Proficiency in full Microsoft Office suite and Google suite
- Knowledge of with Adobe Creative Suite - specifically InDesign and Photoshop