Social Media + Creative Coordinator

Overview:
The Social Media & Creative Coordinator will work closely with our marketing and leadership teams to brainstorm, create, and execute marketing initiatives through original photo, video, graphic, and written content across multiple digital platforms. This role is key in bringing the Arrington Vineyards brand to life both online and onsite while driving guest engagement, winery visitation, and overall brand awareness.

This is a highly hands-on, content-focused role centered on capturing, creating, and managing social media content that reflects the personality of the winery and guest experience. The ideal candidate is confident in content creation, enjoys storytelling through photo and video, and can work independently in a fast-paced environment. Basic graphic design skills are also important in supporting digital and onsite marketing efforts.

We're looking for someone proactive, creative, adaptable, and eager to help tell the story of the brand. Arrington Vineyards has been in business for over 20 years and continues to grow, offering an exciting opportunity for an experienced marketing and content professional to join a collaborative, hands-on team. This is not an internship position.

Schedule & Compensation:

- Full-time, hourly position, 40 hours per week, primarily Monday through Friday. Occasional weekend availability is expected for onsite content gathering during events or special activations. Flexibility is required, as some hours may shift based on event schedules or marketing needs. Blackout dates apply.
- $20-25/hour based on experience
- 401(k) with match (after 12 months of employment)
- Paid Time Off (after 6 months of employment)

Requirements:

- Minimum 2 years of marketing or social media experience required
- All skills and experience as outlined above
- Portfolio of work ready to share
- 21+ years of age
- Passion for the wine industry

Key Responsibilities:

- Create, capture, and edit engaging photo, video, and written content for social media platforms, including Instagram, Facebook, TikTok, and others, both onsite and during events, activations, and winery experiences.
- Plan, manage, and publish content that aligns with our brand voice, ensuring consistent execution across all social media channels while maintaining content calendars and marketing timelines.
- Serve as the primary creator for day-to-day social content, identifying and producing real-time opportunities that showcase the winery experience.
- Engage actively with our online community and local partners through comments, messages, and ongoing interaction to strengthen brand presence and guest connection.
- Prepare creative assets for final production across print, digital, and physical formats, ensuring accuracy and brand consistency.
- Manage wine menus and printed materials as needed to ensure all onsite materials remain current and aligned with brand standards from concept through completion, including coordination, printing, and distribution.
- Organize and maintain digital asset libraries, content folders, and marketing resources for team-wide access and efficiency.
- Utilize social media engagement strategically to build brand loyalty, deepen guest relationships, and support overall business goals, including visitation and sales where appropriate.

Qualifications:

- Proficient in Canva, Monday.com, and other relevant digital marketing and content creation tools.
- Strong content creation skills, including planning, capturing, and editing photos and videos for social media platforms.
- Highly organized with exceptional attention to detail and the ability to manage multiple projects and deadlines simultaneously.
- Strong understanding of social media consistency and the importance of regular, high-quality content across platforms.
- Ability to work independently with strong time management skills and a self-starter mindset.
- Flexible and solutions-oriented, with the ability to pivot quickly in a fast-paced, dynamic environment.
- Open to feedback and comfortable engaging in collaborative, creative dialogue with team members.
- Strong attention to detail, including accuracy in visual quality, spelling, formatting, and overall content presentation.
- Experience working collaboratively within a team-oriented environment.
- Eagerness to learn, grow, and take on new challenges in an evolving digital and creative space.