**Basic Computer Skills**

Microsoft Word

Publisher or other design software

Excel

Photoshop

Adobe

**Social Media Skills**

Interacts with FaceBook, Google, Instagram, Twitter, Snapchat, etc.

<https://nextdoor.com/events/calendar/>

**Website update:**

Update the following sections of the Website each and every Monday:

1. Music at Milagro – change date/performer then link to their bio page
2. Remove prior weekend events and Add upcoming weekend events
3. Monthly – change Calendar of Events and all links

**Media placement**

The last week of each month, places announcements of upcoming vineyard sponsored events such as live music, dinners, food-wine pairings, etc on social media platforms such as Visitnj.com, GSWGA, VNJ, GoDaddy and other websites.

Maintains a current list of wine and entertainment writers and bloggers to whom periodic news releases are sent by the vineyard.

**Customer online outreach:**

Weekly on Monday updates customer database on Constant Contact to add new subscribers. Quarterly reviews and removes names/emails of non-active customers. Weekly on Monday sends “thanks for coming” eBlast to train customers.

**Customer online relationships:**

Once-twice daily checks social media (Facebook, Google, etc) to respond to customer inquiries such as event times, tasting fees, etc.

**Event coordinator**

Respond to inquiries and close deals on private celebratory events such as weddings, bridal showers, birthdays, corporate and business events. Once booked, coordinate all vendors associated with production of the event including caterers, florists, musicians, etc. Day-of-event coordination of event vendors and staff to produce an event that exceeds customer expectations and leaves them and their guests satisfied and thrilled.

**Miscellaneous Tasks:**

Assists with other tasks as needed such as preparing donations, delivering slim jims to “partner” businesses, researching issues such as price comparisons, etc.

**Personal Qualifications:**

Positive and friendly personality

Team-player with can do attitude  
Available to work weekends, some evenings, weekdays and some holidays

Ability to initiate and complete work without supervision

Commitment to provide feedback when work is completed

Professional appearance

Basic good grammar skills