

Madera Vintners Association, A Madera County Non-Profit Organization

Open position: Executive Administrator

Submit resume by: June 1, 2017 to walt@whelanlawgroup.com and demetrio@papagniwines.com

Position start date: July 1, 2017

Salary: please inquire

Job Description: Executive Administrator serves as a liaison between the Madera Vintners Association ("MVA") Board, its winery members, the general public and industry associates as a source of information and to promote the MVA and its member wineries. The Executive Administrator's primary responsibilities include MVA/regional marketing, MVA event marketing and coordinating, public relations and media relations, member relations and other administrative duties (see attachment for detailed list of responsibilities.)

Purpose of Organization: To encourage and promote the betterment of business conditions for its member wineries and to foster cooperation, the exchange of ideas and the promotion of quality wines and winemaking among those engaged in making wine in Madera County and/or the Madera Viticultural Area.

Goals of Organization:

- Increase the public's awareness of Madera's quality wines
- Promote tourism and visitation to Madera's wineries
- Coordinate special events and tastings

Madera Vintners Association (MVA) Executive Administrator - Duties

1. MVA Marketing
 - a. Advertising
 - i. Prepare and proof all MVA advertising and schedule advertising orders.
 - ii. Develop local, regional and national press releases.
 - b. Coordinate and participate/pour at industry events.
 - c. Maintain and monitor MVA social media presence.
 - d. Maintain brochure/map artwork and content. Gain approval and print brochures. Work with brochure distributor on locations. Keep stocked at wineries.
 - e. MVA website
 - i. Update and keep current the MVA website with events, member information, links, press, newsletters and other information for the MVA and member wineries.
 - f. Maintain Constant Contact email lists: general interest, Local/Global press, MVA members, partners and sponsors, transportation contacts. Distribute surveys for customers, based on events or in general to be supplied to member wineries.
 - g. Oversee road sign maintenance and installation plans in conjunction with the MVA marketing committee.
 - h. Approve or make orders under direction of the board or its committees.
2. Event Marketing and Coordinating
 - a. For Wine Trail Weekend, Wine Showcase events, California Wine Month Celebration
 - b. Advertising
 - i. Schedule all advertisements and prepare and proof advertisements including newspaper, television, radio, social media ads and magazines.
 - ii. Prepare and release "Community Calendar" information.
 - iii. Collect advertising blurb materials from Participating Wineries.
 - iv. Prepare and release periodic Eblast newsletters.
 - v. Prepare and release social media posts.
 - c. Media Relations
 - i. Engage media: Release event information and secure media coverage. Accommodate media requests to maximize event coverage. Host and schedule media tours of wineries/area if required (utilize transportation partners).
 - ii. Coordinate TV and Radio promotions, news appearances.
 - iii. Create and distribute press releases for MVA events.
 - d. Ticketing
 - i. Coordinate online ticket sales on Eventbrite or other applications.
 - ii. Coordinate presale ticket sales at participating wineries.
 - e. Event Materials
 - i. Create and print event promotional materials including Participating Wineries rack card.
 - ii. Order designated driver lanyards and event wristbands.
 - iii. Create glass and wristband allocation plan. Assemble winery bag/packets to distribute to each winery to include Participating Wineries sheets, designated driver lanyards, event wristbands, accounting paperwork and other applicable

- materials.
 - iv. Order wine glasses and sort wine glass boxes for winery pick-ups.
 - v. Schedule portable restroom servicing
 - f. Event Coordinating
 - i. Answer customer and winery staff phone calls during event weekend.
 - ii. Take photos at the events.
 - iii. Check check-in tables to ensure event materials are stocked.
 - iv. Re-stock event materials at wineries, by request.
 - v. Collect winery accounting packets.
 - vi. Communicate with transportation companies bus and group policies, and coordinate any large reservations with wineries.
 - g. Wine Showcase Events - help plan varietal themes for each event, or special plans for each event.
 - h. California Wine Month - duties are as listed above, where applicable. Additional special duties include:
 - i. Obtain restaurant booth sponsors and participants and confirming winery participants.
 - ii. Coordinate annual partner awards and coordinate voting ballots with winery members. Order awards and coordinate speeches for the event.
 - iii. Develop invitation artwork, printing and mailing to invitees.
 - iv. Gather facts pertaining to CA Wine Month for advertising outlets.
 - v. Coordinate floor plan for vendors.
 - vi. Coordinate live music and any special catering.
 - vii. Coordinate and purchase any special event supplies including plates, napkins, linen rentals, equipment rentals, etc.
- 3. Public Relations and Media Relations
 - a. Advocate on behalf of the MVA and member wineries.
 - i. Attend various public, non-profit, political and media events on behalf of the MVA, pour wine or man booth when appropriate.
 - b. MVA outreach: Create and distribute winery member information to the public and press.
 - c. Foster relationships with available media sources and trade/tourism groups.
 - i. Groups include: Wine Institute, California Travel & Tourism Commission, Central Valley Tourism Association, Visit Yosemite (YSVB), Tourism Association of Madera, San Joaquin Valley Winegrowers Association, Chambers of Commerce.
 - ii. Reply to all requests for information and co-marketing opportunities.
 - d. Research and reply to advertising opportunities with media sources.
 - e. Foster relationships with other California wine association administrators/directors for a source of information. Reply to emails between directors. Prioritize and attend executive director regional association events or meetings. Report important regional association news to MVA members and the board.
- 4. Member Relations
 - a. Membership events
 - i. Develop and host membership events including Familiarity Tours and member wine tasting events - invite potential corporate sponsors and new members.
 - b. Winery Members and Meetings
 - i. Address member requests and serve as a source of information for membership.

- ii. Create meeting agendas and coordinate board and general monthly meetings. Announce meeting dates by email and include copies of minutes.
 - iii. Help coordinate meetings by providing copies of agendas, minutes and other association materials pertaining to meeting topics.
 - iv. Coordinate annual elections for board and officers including collecting nominations and distributing voting ballots. Help rally to fill vacant board and officer positions when needed.
 - c. Tourism Partners, Associate Partners and Sponsors
 - i. Develop and confirm all partnership and sponsor programs annually.
 - ii. Actively solicit new and ongoing partnerships and sponsors for wine glasses.
 - iii. Confirm and release any partner promotions for applicable events.
 - iv. Work with Tourism Partners to develop new and ongoing community outreach programs or special events.
 - v. Communicate with transportation companies winery tasting room information, and coordinate any special group reservations with wineries.
- 5. Grant (MVA funding) Programs
 - a. Research available grants.
 - b. Submit and track grant progress.
- 6. Student Grant Program
 - a. Develop and create Student Grant Application annually.
 - b. Distribute application to Fresno State.
 - c. Collect applications and submit to committee for review and interviews.
 - d. Coordinate student award letter and grant distribution.
 - e. Develop recipient press outreach and coverage.
 - f. Invite recipients to California Wine Month Celebration.
- 7. MVA Responsibilities
 - a. Answer emails from industry, customers or MVA members. Forward emails to members as needed.
 - b. Answer MVA 800 phone calls and cell phone calls, check messages.
 - c. Maintain recordings on 800#, respond to callers.
 - d. Serve on all committees as directed.
 - e. Gather bids for projects as directed.
 - f. Coordinate with Treasurer on collections and billing for events, memberships and other, help approve bills when needed, provide documentation when needed, give Treasurer's report in Treasurer's absence.
 - g. Maintain inventory of MVA mailings, promotional, booth and membership supplies.
 - h. Prioritize and respond to donation requests. Mail donation/ticket requests.
 - i. Attend ABC Leads training, report information to wineries.