

## Part-Time Sales & Marketing Associate

### Liberty Cellars | Paso Robles, CA

*Part-Time | Hybrid | Flexible Schedule, Some Weekends/Events*

#### About Us

Liberty Cellars is a small-production winery in Paso Robles crafting estate-grown, award-winning wines from our 20-acre vineyard. We grow seven varieties and farm using sustainable and regenerative practices. We're a small team passionate about quality, hospitality, and building meaningful customer relationships.

#### The Opportunity

We're looking for an enthusiastic **Sales & Marketing** team member who wants real experience in wine marketing, sales, events, and customer engagement. You'll work closely with our team to support marketing outreach, direct-to-consumer and wine club efforts, digital content, and events.

This is a part-time role with flexible hours. Most work can be done remote, beneficial if available for occasional on-site activities. Potential to grow into a full-time role.

#### Position Overview

- Support marketing initiatives, campaign scheduling, and content
- Help maintain and grow our wine club and direct-to-consumer channels
- Help at tastings, events, guest experiences, wine club fulfillment (onsite)
- Learn about wholesale outreach and basic sales research
- Collaborate on brand storytelling and customer communications (email, social media)

#### Qualifications:

- Current student or recent graduate (wine/vit, ag business, ag, marketing, communications, hospitality, business studies are beneficial but not required)
- Eagerness to learn the wine business and grow skills in sales, marketing, customer service
- Are organized, proactive, and enjoy both people and project work
- Communicate clearly in writing and in person
- Can work some weekends or evenings for events, tastings, fulfillment
- Interest in American History is a plus (our label features the ideas and people of the Revolutionary War)
- Experience with Adobe Creative Suite; Microsoft Office; website development and CMS; winery, social media, and email (MailChimp) platforms are a plus
- Valid driver's license; ability to lift wine cases as needed; 21+ if serving

#### What You'll Gain

- Hands-on experience in wine sales & marketing as well as exposure to all aspects of business including winemaking, farming, and strategic planning
- Practical skills in brand storytelling, digital platforms, and customer engagement

#### Compensation

- **\$18–\$30/hour DOE**
- Performance-based incentives; wine allocation + industry perks (21+)

#### How to Apply

Please submit your resume and a brief note about your interests in the position to [info@libertycellars.com](mailto:info@libertycellars.com).