



Position: Social Media Intern

Location: Hybrid – 70% remote, 30% on-site with availability for in-person meetings, Central Coast winery visits, and event attendance as needed.

Job Description:

The Rhone Rangers™, a 501 (c)(6) wine education non-profit, is seeking an enthusiastic social media intern, who is passionate about engaging with our community of American Rhone wine producers and wine enthusiasts.

This is a paid, part-time role, with job duties that will primarily be done remotely (70%). Regular meetings will be held via zoom, as well as routine in-person meetings and in-person event assistance (30%). The internship is available to begin immediately and is for 5 – 10 hours per week, with hours pre-set each week. The position reports to the Executive Director of the Rhone Rangers organization. The intern will gain real world experience and collaborate in the creation of marketing strategies and execution for the organization's events, as well as in the digital promotion and marketing of the organization's winery members.

Responsibilities:

- The person in this role will engage on a regular basis with our community on social media by replying to comments, tagged photos, stories, and DMs on the organization's social media platforms, maintaining the Rhone Rangers voice across all content.
- Assist in the writing, development, and scheduling of original, compelling content across multimedia channels and different audience groups.
- Assist in the creation of visual content utilizing photography and short videos.
- Assist in the creation and updating of the social editorial calendar.
- Assist in the updating of industry calendars with the organization's events.
- Assist with event preparation, including all aspects of event promotion and planning, leading up to as well as day of coordination and execution.

Qualifications:

- Current enrollment at Cal Poly – San Luis Obispo, with a major in Ag Business, Wine & Viticulture, Ag Communications, or Event/Hospitality/Recreation Management.
- Excellent copywriting, grammar, and spelling skills.
- Attention to detail in promoting Rhone specific varieties and varietals.

- Proficient in utilizing Canva, Adobe Photoshop, Microsoft Outlook, Word, Power Point, and Google Suite applications.
- Content creation for social media posts via Instagram, Tik Tok, LinkedIn, You Tube, and Facebook platforms.
- Familiarity with Craft CMS, a plus.

Requirements:

- Must be 21 years of age or older or turning 21 prior to March 20, 2026.
- Access to transportation for winery visits and events, as needed.
- Access to your own laptop and smart phone.
- Available to work part-time Monday – Friday (during normal business operations, 8am-5pm), with occasional weekends as needed for assistance with the organization’s annual event (March 20-21, 2026).
- Strong communication skills and responsiveness.
- Ability to work independently in a remote capacity.
- Self-motivated, self-starter who is task oriented with awareness of project timelines.

Compensation and Benefits:

- This is a paid, independent contractor position and is eligible for applicable college internship credit.
- Access to attend exclusive wine industry events.
- Networking access to a wine community of 130+ wineries nationwide.

To apply:

Submit your resume and cover letter telling us what inspires you to want to join our team, to kim@rhonerangers.org with “Social Media Intern” in the subject line. Please provide any relevant examples of social media accounts that you have managed as well as links to your portfolio of applicable marketing projects (digital flyers, websites, photography, etc.).

About the Rhone Rangers

Founded in 1998, the Rhone Rangers are a group of 130+ wineries throughout the United States dedicated to making wines from the 22 grape varieties originally made famous in France’s Rhone Valley. These varieties range from the better-know Syrah and Viognier to the up-and-coming Mourvèdre, Grenache, and Roussanne, and obscure grapes like Counoise and Picpoul.

The Rhone Rangers started from a small gathering of American vintners who began meeting informally in the 1980s. As their numbers expanded, the non-profit organized under the name “Rhone Rangers,” with a focus on promoting the enjoyment of Rhône varietal wines produced in the United States. These grapes include the 22 traditional varieties approved by the French government for the Côtes du Rhône, as well as Durif (Petite Sirah). For more information, please visit www.rhonerangers.org.