



## Position Announcement

### Wine Grape Marketing Extension Specialist, Department of Food Science

West Lafayette, IN 47907

The Wine Grape Marketing Extension Specialist serves as a member of the Purdue University Wine Grape Team and is responsible for developing marketing, basic business planning, media relations, and public relations programs to enhance the economic development of the Indiana wine and grape industry.

**Responsibilities:** The Wine Grape Marketing Extension Specialist will be an integral member of the Purdue University Wine Grape Team and will participate in Team activities including Extension workshops, conferences, publications, and on-site winery visits. The Wine Grape Marketing Extension Specialist will promote the Indiana wine industry to consumers throughout the state. Management of volunteer-based wine education activities such as the Indiana State Fair and Vintage Indiana is expected. The Wine Grape Marketing Extension Specialist will serve as a point of contact for media and state agencies regarding the Indiana wine industry. Maintaining knowledge about the Indiana wineries through frequent visits and communication is essential. The position may serve as a liaison between wineries and state agencies to assist in matters of compliance and regulations. Education and training of Indiana winery/grape industry personnel in marketing, basic business planning, state and federal regulations, and promotion principles to help them enhance their wine sales will be an essential responsibility of the Wine Grape Marketing Extension Specialist. Preparation of Extension education materials such as videos and printed materials, writing Associate Press style press releases, speaking to the news media, developing newsletters, and maintaining a social media presence and websites is expected. The Wine Grape Marketing Extension Specialist will manage the Marketing budget, under the guidance of the Director of the Wine Grape Council. Pursuit of outside funding to supplement the budget is expected. The Wine Grape Marketing Extension Specialist will prepare activity reports for the Indiana Wine Grape Council. An additional responsibility will be to supervise undergraduate student interns.

**Qualifications:** Applicants should have a college degree (B.S./B.A./MBA) in a field related to Marketing, Public Relations, Communication, and Agricultural Business. Excellent written and oral communication skills are essential including public speaking and experience working with the news media. While individual creativity in marketing, business planning, and promotion is critical to success in the position, the ability to work as a team-oriented member of the Purdue University Wine Grape Team to develop and deliver educational Extension programs to diverse audiences is essential. The successful candidate must qualify for a volunteer bartender's license and must complete Server Training. Knowledge of wine and the wine industry, including state and federal laws and rules is not required, but preferred. Knowledge of agriculture including an understanding and appreciation of agricultural industries, state agencies, the Cooperative Extension Service, and consumer trends such as local foods and direct marketing will be valuable skills. Professional experience and demeanor in alignment with branding to elevate the stature of Indiana wines to increase market share and perception in the marketplace for tourism, restaurants, and retail sales is highly desirable. Time management skills and a professional personality that engenders a friendly, welcoming relationship with the Indiana wine/grape industry and the public is imperative.

**Application Procedure:** Applications may be submitted to

<http://purdue.taleo.net/careersection/wl/jobdetail.ftl?lang=en&job=295680&src=JB-16340> Reviews will begin February 15, 2016 and continue until a suitable candidate is identified. A background check is required for employment in this position.

Purdue University is an EOE/AA employer. All individuals, including minorities, women, individuals with disabilities, and veterans are encouraged to apply