

**Job Title:** Marketing Intern  
**Location:** The Ordinary Fellow, Palisade, CO  
**Position Type:** Internship (Part-time /Seasonal)  
**Compensation:** \$25/hour  
**Reports To:** Owners

**Contact:** [ben@theordinaryfellow.com](mailto:ben@theordinaryfellow.com)

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## About Us

The Ordinary Fellow is a boutique winery in Western Colorado owned by husband and wife team Ben and Karo Parsons. We are passionate about crafting exceptional wines and creating memorable experiences for our guests. Our team thrives on collaboration, creativity, and a shared love of wine.

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## Position Overview

We are seeking a creative and motivated **Marketing Intern** to join our team and support a range of marketing and communications initiatives. This is a hands-on role ideal for someone interested in wine, hospitality, and digital marketing. You'll gain real-world experience while helping to promote our brand, events, and products.

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## Responsibilities

- Content Creation - Capture, edit and organize photos/videos for marketing use
- Assist in developing and scheduling content for social media platforms (Instagram, Facebook, TikTok, etc.)
- Support the creation of email campaigns, SMS campaigns and newsletters
- Use digital marketing efforts to promote tasting room visits/winery tours/wine club signups and track success
- Help grow email marketing/SMS subscriber numbers
- Help analyze marketing performance and prepare reports
- Help maintain and update the winery website
- Maintain and organize marketing collateral and point-of-sale materials
- Improve overall communication with wine club members (updates, what's going on)
- Manage rewards accounts
- Update media kit
- Assist with the planning and promotion of winery events

- Attend and support on-site events as needed
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## **Qualifications**

- Currently pursuing or recently graduated with a degree in Marketing, Communications, Business, or related field
- Strong written and verbal communication skills
- Proficiency with social media platforms and digital tools (e.g., Canva, Mailchimp, Meta Business Suite)
- Basic photography and/or video editing skills a plus
- Knowledge or passion for wine is preferred but not required
- Highly organized, self-motivated, and willing to learn
- Must be 21+ years old (if working around alcohol)