



Indiana Wines Marketing Student Worker

Description

Indiana Wines is the consumer-facing portal for the Indiana Vineyard and Winery industry. Indiana Wines is responsible for educating the public of Indiana vineyards and their varieties along with Indiana wineries, their events and new wines. Indiana Wines is also a lead supporter of the Vintage Indiana Wine Festival and the INDY International Wine Competition.

Duties and Responsibilities

- Assist in marketing efforts of the INDY International Wine Competition
- Oversee tangible efforts of the Traminette campaign
- Plan and attend Monumental Marketplace
- Coordinate and oversee Indiana Wines social media sites
- Design new Indiana Wines marketing graphics
- Design material and work during the great Indiana State Fair

Eligibility Criteria

Requirements for the position include status as a Purdue sophomore, junior or senior level college student in communications, marketing, food science or other agriculture related discipline. A strong grade point average, evidence of initiative, ability to work independently; and commitment to the Indiana Wine industry.

Indiana Wines is seeking one candidate for a summer student worker position. Dates are as followed: **May 13-August 5**. Start dates and work hours are flexible and project specific. Some weeks will be light hours, others more intensive.

******Interested individuals may send an email to vino@purdue.edu, call 765-496-3842, or stop by room 1243.***