

THREE WINE COMPANY

Job Description

Person holding this position:

TITLE: Tasting Room and Wine Club Manager

REPORTS TO: General Manager/President

INTERACTS WITH: Winery Hospitality staff, Guests, Winemaker, Vendors, Volunteers

SUPERVISES: Tasting Room staff

CATEGORY: Part-time/non-exempt

SUMMARY:

The Tasting Room and Wine Club Manager is the wine tasting ambassador for the winery, with a focus on wine sales, building the Wine Club and delivering an exceptional guest experience. This position requires a passionate appreciation and respect for wine as well as desire to educate and share this with our guests. Position duties include: setting-up, serving wine, and breaking down the tasting room for daily service of wines by the glass. Learns and shares information about the wines with guests at the tasting room and at off site functions when needed. Collects feedback from guests and suggests new offerings, tracks sales at this location and generates sales reports and participates in general upkeep of winery database and winery information files. Demonstrates winery's hospitality training to ensure high quality customer service standards; practices Alcohol Beverage Control policies for wine service.

ESSENTIAL FUNCTIONS:

- Pours wine for guests in a courteous manner and shares educational information with guests about wines and general information about wine
- Builds and manages the development and growth of *The Dirt* Wine Club
- Responsible for interviewing, selecting, hiring, training and managing all part-time tasting room personnel; provides appropriate safety training; schedules all staff working hours; supervisory duties will include employee development and performance reviews of direct reports
- Coordinates and packing outgoing wine shipments
- Is responsible for the accuracy of all Customer Service records, including cash and credit card transactions, visitor counts and demographics, feedback surveys and other metrics as required to measure the attainment of visitation goals; prepares, monitors and adheres to realistic budgets
- Working with General Manager/Winemaker, assist with all major wine events to include attending off site wine functions, creating print collateral and ads, and thank you letters to business associates and sales leads.
- Sets up tasting room, including glasses, ice, product information, and wine as needed
- Operates a cash register
- Checks identification as needed to prevent pouring wine to minors
- Follows procedures to courteously refuse wine service to visitors who appear intoxicated
- Proactively engages hospitality and superior customer service techniques to uphold winery's Service Standards
- Assists in formatting, printing and placement of marketing materials and signage
- Transports dirty glasses, ice bin, etc. to the kitchen, recycles empty wine bottles, and stores unused wine at the end of the shift

- Wash and polish wine glasses at end of shift each day and leaves tasting room tidy, neat and ready for next day's activities
- May occasionally be required to transport wines from winery or off-site storage facility and with inventory and maintenance of wine cellar
- Other duties as assigned by supervisor

POSITION REQUIREMENTS:

- Able to spend extended periods of time (up to five 5 hours at a time) standing, bending, reaching, walking, and climbing steps with periodic bending, twisting and lifting of heavy items such as cases of wine or loaded glass trays (up to 45+ lbs)
- Must be able to operate a POS system and a telephone
- Must be able to read, write, and speak English
- Enthusiastic with a positive and out-going personality and demonstrate exceptional customer service skills
- Excellent oral communication skills
- Available to regularly work evenings, weekends and holidays; position schedule currently is Friday through Sunday with the potential for additional days/hours
- Valid California driver's license and minimum auto liability insurance coverage

QUALIFICATIONS:

- Recently trained in responsible beverage service procedures
- Comprehensive knowledge of wines and the desire for continued wine education
- Proficient in the use of a POS system
- Basic to Intermediate computer skills in a PC network, familiar with Microsoft Office Suite
- Minimum two years experience in a retail or hospitality environment
- Exceptional in-person customer service skills and initiative, ability to work well with diverse personalities and communications styles
- Team-oriented, able to work in a multi-tasking team environment with minimum supervision

PREFERENCES:

- Reliable transportation available for occasional business use
- Fluency in one or more foreign languages