

WILSON ARTISAN WINERIES

JOB SUMMARY:

As part of the Wilson Artisan Wineries family, the Assistant Sales Manager is an integral member of the Mazzocco Sonoma team. Under the guidance of the Sales Manager, this position is responsible for training, coaching and developing the tasting room staff, encouraging staff to meet daily and monthly sales goals, overseeing the daily operation of the tasting room and assisting with special projects and events. This position is also responsible for demonstrating, promoting and ensuring exceptional customer service is provided to all guests. Other duties and responsibilities may apply.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Work closely with the Sales Manager to ensure the tasting room meets sales goals and wine club sign-up goals
- Oversee tasting room staff to ensure they are properly trained on all procedures, including operating POS equipment, signing up wine club members and collecting customer contact information at the point of sale
- Perform all duties associated with the operation of the tasting room
- Account for daily sales and bank deposits
- Ensure that the tasting room, reserve room, pairing programs, tours and events are properly staffed at all times
- Lead daily staff meetings, in the absence of the Sales Manager, before tasting room opens, to review the daily schedule and discuss pertinent information
- Assist in the preparation and delivery of annual performance appraisals
- Assist with the preparation and execution of special events
- Prepare email campaigns, event budgets and event reporting with direction and assistance of the Sales Manager
- Assist Wine Club Coordinator with order exceptions (contact customers with expired cards, declines and payment information as required)
- Plan and execute ad-hoc sales campaigns as needed for special SKUs.
- Database management: Ensure the email distribution contacts list and customer database are current and up-to-date. Manage bounced emails and reach out to customers for updated contact information
- Complete quarterly cycle counts of tasting room merchandise
- Ensure supplies, merchandise and food items are ordered and fully stocked on a weekly basis
- Run general errands for event set-up, supply needs, cash drops and bank change
- Perform other duties as assigned

KEY RELATIONSHIPS:

- Sales Manager, Wine Club Coordinator, Winemaker, Inventory and Shipping Coordinator, Tasting Room Sales Associates and CFO

JOB REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Must possess a valid California driver's license, insured, reliable transportation and an acceptable driving record
- Must be at least 21 years old
- First-hand knowledge, appreciation of and passion for wine and wine-related topics
- Must have strong verbal and written communication skills with the ability to speak confidently in groups and on a one-on-one basis
- Retail sales and customer service experience: ability to present product, up sell and cross sell
- Strong interpersonal awareness, relationship management and influencing skills
- Proficient in Microsoft Office Suite, social media and point-of-sale applications
- Database management and data entry experience a plus
- Exceptional customer service skills
- Must be available to work weekends, evenings, events, overtime and occasional holidays
- Maintain a professional appearance and demeanor
- Must be able to work effectively as part of a team
- Ability to stand for extended periods of time
- Ability to lift 50 lbs. on a regular basis
- Ability to run errands as needed

EDUCATION AND/OR EXPERIENCE:

- Minimum of three years of industry related experience
- High School diploma or GED

LANGUAGE SKILLS:

Fluent in English. Bi-lingual preferred. Ability to communicate in an effective manner in both written and oral formats.

MATHEMATICAL SKILLS:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio and percent and make correct change from a cash register.

REASONING ABILITY:

Ability to effectively problem-solve and make sound decisions.

CERTIFICATES, LICENSES, REGISTRATIONS:

Must have a valid class C driver license and an acceptable driving record.

Possess or have the ability to successfully complete TIPS or RBS certification.

Possess or have the ability to successfully complete Safe Food Handler certification.

COMPUTER SKILLS:

Intermediate or higher Microsoft Office Suite skills, database management, web, social media and operation of a POS system.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be performed by an employee in order to successfully perform the essential functions of this job. Reasonable accommodations may be made, if available, to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to plan, coordinate and execute multiple projects and tasks. The employee is regularly required to use arms, hands and fingers to lift/move/carry open and pour wine, operate standard office equipment, perform various housekeeping duties, inventory, etc. Must be able to hear, listen, speak, taste and smell. The employee is frequently required to stand, move and walk for prolonged periods of time. The employee must be able to lift/move/carry 50 pounds on a regular basis, including but not limited to: cases of wine and patio furniture. The employee is occasionally required to sit, stoop, kneel and crouch.

WORK ENVIRONMENT:

While performing the duties of this job, the employee is regularly exposed to a combination of a tasting room and outdoor patio environment. Travel to offsite events may be required. The noise level in the work environment is usually low. Events may have higher level of noise at times.

This job description may change.

Wilson Artisan Wineries is an equal opportunity employer.