

# WILSON ARTISAN WINERIES

## Job Description

**Job Title:** Direct to Consumer (DTC) Sales Manager  
**Department:** Rockpile Vineyards  
**Reports To:** CFO  
**FLSA Status:** Exempt  
**Employment Status:** Full-time  
**Approved Date:** December 2017

### **JOB SUMMARY:**

As part of the management team at Wilson Artisan Wineries, the DTC Manager for our new Rockpile Vineyards Tasting Room will be responsible for the initial preparation and set up of operations at this location. Ongoing responsibilities will include, but is not limited to, conducting sales analysis, preparing and implementing sales strategies and reporting data to interested parties to ultimately increase sales by meeting or exceeding monthly sales goals. The DTC Sales Manager will supervise and mentor the tasting room staff, promote the sale of wine, wine club and merchandise sold by the tasting room staff. Other duties and responsibilities may be assigned.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### Sales & Customer Service

- Supervises and directs tasting room staff to ensure they are properly trained on all procedures, including operating cash register and credit card machine, signing up wine club members and collecting customer contact information at the point of sale.
- Ensures the tasting room, AVA pairing programs and tours are properly staffed at all times.
- Monitors sales incentive program and ensures the tasting room meets sales and wine club sign-up goals.
- Leads daily staff meetings before tasting room opens to go over the daily schedule and keeps staff up to date on procedures, sales tips, event updates and other pertinent information to aid sales and improve efficiency.
- Leads monthly staff meetings that include education of wine, products and programs.
- Carries out duties associated with the opening and closing of the tasting room and makes sure all regular full-time and part-time staff are properly trained on the opening and closing procedures.
- Ensures that all in-house shipping orders are accurately packed and processed in a timely manner.
- Helps execute monthly physical inventory for wine and oversees inventory counts and allocations.
- Supervises staff for tasting room events.
- Ensures that all visitors are greeted immediately when they enter the tasting room and are provided with experiences that build brand loyalty.
- Maintains the Tasting Room facility.
- Fully supports the winery's policies and procedures.
- Fully supports the winery's commitment to the established safety practices and policies.
- Processes monthly wine club fulfillment.
- Generates monthly and annual club member reports including growth/retention report and highest grossing buyers.

- Writes content for club newsletters as directed by needs identified in sales data.
- Works to develop and implement sales strategies and campaigns to ensure achievement of sales objectives.

#### Management/Leadership

- Hires Tasting Room and Back Office Support Staff.
- Leads, develops and trains the tasting room sales team to achieve daily sales and budgeted goals and to build increased customer loyalty.
- Nurtures an atmosphere of teamwork and enthusiastic employee relations among the tasting room staff.
- Appraises performance, rewarding and taking disciplinary action when appropriate; addresses complaints and resolves problems.

#### Analysis and Reporting

- Completes monthly/quarterly inventory and depletion reports and monthly/quarterly sales reports including Gross/Net profit on wines.
- Summarizes all monthly/quarterly email campaign earnings and presents to CFO, Marketing and Winemaker.
- Uses monthly/quarterly reports to provide direction for winery operations, event planning and winemaking.
- Utilizes sales data to identify and promote most effective seasonal timelines to market each wine.

#### Club and Brand Management

- Generates monthly and annual club member reports including growth/retention report and highest grossing buyers.
- Evaluates opportunities for new club events, marketing opportunities and campaigns.
- Oversees the completion of all forms and submissions for initiatives and allocates wine for and delivers wines to competitions.
- Pours at high-profile events.
- Collects and responds to all customer complaints, monitors online customer forums and meets with CFO and Marketing to implement changes during any month in which a complaint has been made.

#### Events

- Oversees all winery events by working with Winemaker and CFO and Marketing to coordinate logistics, including: set-up, staffing, fulfillment and other regularly occurring logistical activities.
- Monitors all event activities by moving around event area, encouraging sales by capitalizing on networked relationships.
- Provides preliminary event totals to CFO and Marketing the same evening as the event or at the end of each evening following a multi-day event.

#### **EDUCATION:**

High School Diploma or GED. Associate's degree (A. A.) or equivalent from two-year college or technical school; minimum 3 years related experience within wine industry; must have experience leading, supervising and coaching employees.

**COMPUTER SKILLS:**

Proficient with Microsoft Office Suite, social media and POS systems.

**KEY RELATIONSHIPS:**

CFO, Marketing Manager, Winemaker, Winery Owners, Financial Analyst, Inventory Manager.

**LANGUAGE SKILLS:**

Able to communicate in a clear and professional manner in both written and oral formats. Fluent in English. Bilingual preferred.

**MATHEMATICAL SKILLS:**

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Able to calculate ratio and percent.

**REASONING ABILITY:**

Ability to carefully analyze information and make sound decisions.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly exposed to a combination of a tasting room and winery environment. The employee may also be occasionally exposed to wet or humid conditions, toxic or caustic chemicals, fumes or airborne particles, outdoor conditions and potential precarious spaces.

The noise level in the work environment is usually low to moderate. Events can have a higher level of noise at times.

**PHYSICAL DEMANDS:**

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

While performing the duties of this job, the employee is regularly required to coordinate multiple projects and tasks. The employee is regularly required to use hands, fingers and arms to reach, carry, lift, move and operate a variety of office equipment, including a POS machine. Must be able to hear, see, taste, smell and speak. The employee is frequently required to stand, move and walk for prolonged periods of time. The employee must be able to lift, move and carry 50 pounds on a repetitive basis. The employee is occasionally required to sit, stoop, kneel, crouch and climb stairs.

Wilson Artisan Wineries is an equal opportunity employer.