

WILSON ARTISAN WINERIES

Job Description

Job Title: Direct to Consumer Sales Manager
Department: St. Anne's Crossing Winery
Reports To: Chief Financial Officer
FLSA Status: Exempt
Employment Status: Full-time
Approved Date: February 2018

JOB SUMMARY:

As part of the management team at Wilson Artisan Wineries, the DTC Sales Manager's responsibilities include 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 Manager will train, supervise and mentor the tasting room staff. In addition, the DTC Manager will create and implement strategies to promote the sale of wine, wine club membership and merchandise sold by the tasting room staff. Other duties and responsibilities may be assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Sales & Customer Service

- Trains, coaches and provides direction to tasting room staff to ensure that they perform all of their job duties and responsibilities in a successful manner
- Ensures the tasting room, AVA pairing programs, events and tours are properly staffed at all times
- Monitors sales incentive programs and ensures that the tasting room staff meets or exceeds wine sales and wine club membership goals
- Leads regularly scheduled staff meetings to keep staff up-to-date on procedures, sales tips, events, new releases, inventory, wine education and any other pertinent information
- Carries out duties associated with the opening and closing of the tasting room and ensures that all staff are properly trained and able to perform the opening and closing procedures
- Ensures that all in-house shipping orders are accurately packed and processed in a timely manner
- Assists with the execution of monthly physical inventory and oversees inventory counts and allocations
- 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 Company's policies and procedures
- Fully supports the Company's commitment to 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 the achievement of sales objectives.

Management/Leadership

- Interviews and on-boards new team members
- Leads, develops, coaches and trains all team members in order to achieve the winery's goals
- Nurtures an atmosphere of teamwork and enthusiastic employee relations among all team members
- Appraises performance; rewarding and taking disciplinary action when appropriate

Analysis and Reporting

- Completes monthly/quarterly inventory and depletion reports; monthly/quarterly sales reports including gross/net profit
- Prepares and summarizes all monthly/quarterly email campaign earnings and presents to CFO in a timely and accurate manner
- Utilizes 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
- Identifies and evaluates opportunities for new club events, marketing opportunities and campaigns
- Oversees the completion of all forms and submissions for initiatives and allocate wine for and deliver wines to competitions
- Pours at high-profile events
- Reviews and responds to all customer complaints/concerns, monitors online customer forums, meets with CFO and Marketing Manager to implement changes during any month in which a complaint has been made

Events

- Plans all winery events by working with CFO to prepare the budget and to coordinate logistics, including, set-up, staffing, fulfillment and any other required activities
- Participates in all events by circulating through event area and encouraging sales by leveraging relationships
- Provides preliminary event totals to CFO 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 or Bachelor's degree preferred. Minimum of three year's related experience within the wine industry, including experience leading, supervising and coaching employees.

KEY RELATIONSHIPS:

CFO, Marketing Manager, Winery Owners, and Winemaker.

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, office and winery environment. The employee may also be occasionally exposed to outdoor conditions during events. The noise level in the work environment is usually low. Events may include music and may have higher level of noise at times.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be performed by the 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 or tasks. The employee is regularly required to use hands, fingers and arms to reach, lift, carry, prepare paperwork, operate a POS machine and standard office equipment. Employee must be able to see, hear, speak, taste and smell. The employee is frequently required to sit, stand, reach, type, write, count, lift, move, carry and walk for prolonged periods of time. The employee must be able to lift, move and carry 50 lbs. on a repetitive basis. The employee may occasionally be required to stoop, kneel and crouch.

Wilson Artisan Wineries is an equal opportunity employer.