

WILSON ARTISAN WINERIES

JOB SUMMARY:

The Wine Club & Back Office Coordinator, under the direction of the DTC Sales Manager, assists with developing the strategy and executing tactics to maintain and grow the Wine Club. The primary focus of the Wine Club program is to increase club membership by adding new members and increasing member retention loyalty while capturing incremental sales opportunities. The Wine Club & Back Office Coordinator works as a part of a dynamic team of highly motivated individuals, delivering excellent customer service to all members and customers. The Wine Club & Back Office Coordinator will, as needed, also serve in the tasting room pouring/selling wine and wine club memberships. Other duties and responsibilities may be assigned.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Assists to develop, implement and execute Wine Club programs.
- Explains Wine Club policies and procedures to club members and hospitality staff.
- Prepares, processes and completes all Wine Club Shipments.
- Processes all Wine Club sales charges and credits; updates invalid credit cards and account information prior to shipments.
- Manages and maintains Wine Club database with current and accurate customer records.
- Accurately & promptly responds to all club member inquiries via telephone and e-mail.
- Assists DTC Sales Manager with VIP club member special events.
- Responds to all customer inquiries with the highest level of customer service.
- Assists with the retention of club members and growth of club.
- Oversees new club member form processing, sends out “welcome” e-letters to new club members and answers new member inquiries in a timely manner.
- Supports and assists DTC Sales Manager to develop, promote, manage, oversee and execute all club events from beginning to end.
- Contributes to direct sales as a member of the team in a mutually supportive and positive team environment.
- Assists with training hospitality staff to provide appropriate monthly reports to the DTC Sales Manager.
- Submits monthly membership reports by club type to WAW Accounting.
- Communicates club policy to hospitality staff and assists DTC Sales Manager in training hospitality staff with new club programs, existing procedures and policies and all upcoming events.
- Processes special shipping requests, resolves shipping issues and communicates with club members of any shipment delays/issues, etc....
- Tracks, processes and resolves issues with returned packages.
- Works with Shipping and Inventory Coordinator to remind club members by phone and email for shipment pick-up.
- Works closely with Shipping and Inventory Coordinator to ensure customers receive club shipments in a timely manner.
- Works as a Tasting Room Sales Associate when needed.
- Answers incoming telephone calls.

QUALIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. A reasonable accommodation, if available, may be made to enable individuals with disabilities to perform the essential functions.

- First-hand knowledge of, appreciation for, and passion about wine and wine-related topics
- Office and tasting room experience preferred

- Must have strong verbal and written communication skills
- Strong retail sales and customer service experience: ability to provide excellent customer service, present product, up sell & cross sell
- Interpersonal awareness, relationship management and influencing skills
- Maintain excellent working relationships with all team members
- Database management experience preferred
- Must possess the ability to gather and analyze data
- Maintain a professional appearance and demeanor at all times
- Ability to work through challenging customer interactions
- Strong attention to detail, multi-tasking and time management skills

EDUCATION AND/OR EXPERIENCE:

Minimum of one year of related experience in the wine industry; High School diploma or GED; AA degree preferred.

COMPUTER SKILLS:

Proficient with Microsoft Office, POS and social media applications; VinNow knowledge desirable.

WORK ENVIRONMENT:

While performing the duties of this job, the employee is regularly exposed to a combination of an office and tasting room environment. The noise level in the work environment is usually low. Events may have higher level of noise at times.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to prioritize and coordinate multiple projects and tasks. The employee is regularly required to use arms, hands and fingers to operate standard office equipment, POS register, lift/move/carry cases of wine, open and pour wine to perform various other tasks. Employee must be able to listen, hear and speak to exchange information and taste and smell. Frequently required to stand, sit, climb stairs and walk for prolonged periods of time. Must be able to lift/move/carry up to 50 pounds on a regular basis. May be required to sit for extended periods of time, stoop, kneel and crouch.

This job description is not limited to the duties and requirements described above and may be subject to change.

Wilson Artisan Wineries is an equal opportunity employer.