



## **SALES & MEMBERSHIP AMBASSADOR**

This is a part time position that involves working weekends and occasional participation in special events. This position is critical to the overall financial growth and success of the winery and integral to the continued growth of the winery's membership and mailing list.

### **FRONT OF HOUSE – SALES AND GUEST EXPERIENCE (~90%)**

This is a front of house position that requires hustle, a sense of urgency, and grace under pressure. Wine industry knowledge is critical, the capacity to tell stories and connect with an array of personalities is essential, and the ability to effectively upsell and close the sale is imperative. Primary responsibilities for this position will include:

- Conduct seated tastings in a relaxed, personal, conversational style
- Perform customer outreach with outbound sales calls and assist DTC sales campaign efforts when time available between scheduled winery appointments
- Selling wines and wine club memberships, meeting weekly and monthly sales goals
- Ensure all guest experiences are memorable and exceed visitor expectations with exceptional customer service
- Cultivate long-term connections with our guests through attentive hospitality (making them loyal fans for life)
- Properly finish daily open and close procedures, involving but not limited to: accurate entry of POS order information, finalize shipping orders, reconcile sales transactions, maintain cleanliness requirements, fulfill daily operations including timely response to incoming phone and email communication
- Ensure cleanliness of work space, Tasting Salons, guest restrooms, prep kitchen and all areas visible during the winery guest experience and tours
- Represent Flanagan Wines during periodic onsite and offsite pouring events
- Assist with booking appointments and entering into reservation system
- Additional duties related to sales activities, guest experience and Club memberships

### **BACK OF HOUSE – MARKETING AND OUTREACH (~10%)**

A portion of this role will be involved in creation of supporting brand collateral and creative concept and design of materials supporting brand development:

- Create collateral as needed to support winery guest experience
- Creation of collateral and marketing materials as specified by the Hospitality and Business Development Manager and/or Owner
- Keeping external marketing calendars updated
- Keeping winery experiences fresh, enticing and compelling with goal of generating new consumers seeking luxury brand wines
- Printing of collateral needs and assistance in development of new collateral needs, as directed by manager
- Assist with outreach to wine industry contacts, as directed by manager



#### KEY COMPETENCIES

- Passion for wine, food, and wine country lifestyle
- Motivated team player who also excels working independently
- Leadership, positive attitude, thrives in fast paced environment and brings hustle while looking at ease
- Outstanding customer service and engaging hospitality skills
- Strong verbal and written communication skills, including ability to communicate efficiently and effectively over the phone
- Enthusiastic, ambitious, results driven, detail oriented, and highly professional

#### EDUCATION/SKILLS

- Minimum 2 years of wine experience preferred
- Knowledge of wine, wine production, and general wine regions
- Excellent organizational skills, strong attention to detail, ability to prioritize projects and work flow
- Knowledge of Vin65-Wine Direct and CellarPass, customer database management, social media savvy, and CRM skills
- Proficiency with computers and Microsoft Office (Word, Excel, Outlook) is required
- Knowledge of Adobe Creative Suite (Acrobat, Illustrator and Photoshop)
- Must have a reliable vehicle, possess valid CA driver license and be willing to occasionally travel to off-site events
- Must be 21 years of age or older

#### PHYSICAL REQUIREMENTS

- Able to lift and carry up to 50 lbs
- Able to stand for extended periods of time

#### COMPENSATION

Hourly rate based on experience, monthly sales commission and wine club member sign-up commission