



### **DTC Sales & Marketing Associate**

Full-Time Position; weekend schedule

To apply, please email a resume and cover letter to Sam Tesconi

[Sam@rameywine.com](mailto:Sam@rameywine.com)

Ramey Wine Cellars is hiring a Full-Time Tasting Associate to join our Direct-to Consumer team. Ramey is family-owned with global recognition, and the role provides an opportunity to grow your career by hand-selling in a tasting experience that is intimate and immersive. The position will have a weekend schedule, and the primary responsibility will be hosting two daily tastings at 10am and 2pm. Located in Healdsburg, Ramey Wine Cellars crafts exceptional expressions of Chardonnay, Cabernet Sauvignon, Syrah, and Pinot Noir from top vineyards in Sonoma and Napa.

### **Primary Responsibilities**

- Lead appointment-only tastings; provide a memorable and engaging experience to fine wine lovers. Hand-sell wines like Hyde Vineyard Chardonnay, which was recently named *Wine Spectator's* #7 Wine in the World
- Execute Outreach Plan to develop referral relationships with wineries and concierge
- Customer service via email and phone, especially with respect to reservations and wine club. Develop meaningful relationships with customers through high-touch interactions
- Perform daily tasting room operations like opening/closing procedures, manage appearance of hospitality center, organizing print collateral, cleaning glassware
- Support inventory management and order fulfillment; must be able to lift 50 lbs

### **Required Skills**

- Hospitality Professionalism: provide best-in-class service and generate contagious enthusiasm for Ramey wines
- Story-Telling: articulate the Ramey legacy and guide customer appreciation for these demonstrably special wines and vineyards
- Anticipate: pro-actively manage daily tasting appointments and customize each customer's journey with Ramey Wines
- Computer Skills: comprehension and ability to use our CRM and POS systems efficiently