



DTC Sales and Tasting Room Lead

Exempt, Full-time (includes weekends)

Salaried compensation, benefits, and performance incentives offer fantastic earning potential for a team member who has strong sales and interpersonal skills

Jeff Cohn Cellars is family-owned Sonoma winery producing highly acclaimed Rhône varietal wines and single-vineyard Zinfandels.

We are small, dynamic, and passionate about what we do. We are seeking multi-dimensional, team-oriented, motivated, enthusiastic, and experienced DTC sales team members.

The DTC Sales and Tasting Room Lead supports the company's strategic and revenue goals supporting our owners and Director of DTC's vision. This role is based on-site in our new Healdsburg tasting room and encompasses all areas of DTC sales: tasting room, wine club, events, and direct sales. This team member reports to the Director of DTC and requires the ability to consistently work weekends, some evenings, and some holidays.

Our ideal team leader motivates team success to reach and exceed revenue targets by driving wine sales and wine club membership enrollment via in-person and virtual tastings, outbound campaigns, and events.

You are a collaborative, imaginative, and versatile leader and as well as a team-player. You enjoy the role of mentor and are flexible, positive, and embrace change as an opportunity. You excel in working with different personalities and still maintain a positive, productive, and professional demeanor. You are coachable, open to feedback, and proactive in your time and skill development.

WHAT WILL YOU DO?

A little bit of everything! Essentially, the DTC Sales and Tasting Room Lead is responsible for the daily operations of the tasting room and team. Manages and conducts

engaging tasting experiences for club members and customers at our tasting room /events, and related DTC sales efforts.

Share the YUM by presenting Jeff's story, his passion for crafting wines from legendary heritage California vineyards rooted in Rhône-inspired winemaking.

Participates in events and partnership building with local businesses.

PRIMARY RESPONSIBILITIES:

Tasting Room Operations

- Successfully drive monthly/daily sales and wine club enrollment efforts
- Lead tasting room team by example, ensure team success, build morale and productivity
- Oversee team schedule, timecard, tip and wine club enrollment reporting
- Oversee daily tasting room floor operations, conduct daily morning stand ups, ensure opening/closing procedure tasks are complete
- Oversee cleanliness & appearance of the tasting room
- Oversee tasting room, event calendar
- Network with local businesses, organizations, and wineries to drive referrals and sales
- Acquire and maintain thorough knowledge of winery and its wines, leads team wine education
- Perform other duties as assigned

Guest Experience

- Manage all hospitality duties, including tasting room, in-person and virtual tastings, and events
- Set and execute a high standard of hospitality, customer rapport, and ensures a superior customer experience
- Greet guests and conduct wine tasting: serve wine; provide wine education, wine, winemaking techniques, and history. Answer guest questions
- Oversee visit and order acknowledgement
- Assist with special events as needed
- Represent winery at outside functions as needed

DTC Operations

- Is the uber-user of database, POS, and reservation system - train team member in use and best practices
- Reconcile transactions to attribute sales, payment, capture guest count correctly
- Assist with maintenance and acquisition of customer data including data entry, basic research, and booking notes into reservation system.

- Facilitate club member and guest communications – written and phone
- Assist with customer care: orders, shipping, reservations; and member/ guest visits
- Execute onsite shipping/receiving – tasting room, wine club release or allocations (this may include ordering wine, packing wine release shipments)

Inventory Control

- Oversee, coordinate tasting room inventory control. Conduct weekly/ monthly counts, order and schedule wine delivery from warehouse, resolve discrepancies
- Oversee open Will Call orders – pick/pack, label, store orders
- Post daily wine samples to corresponding wine accounts
- Deplete library and current release inventory according to forecast and sales campaign strategies

Direct Sales – Together with DTC Director

Direct Sales includes daily, outbound sales campaign, club release, corporate, and event sales to club customer and club members

- Develop and execute outbound tele-sales effort campaigns to drive sales, deplete inventory
- Plan and host engaging and brand building events
- Plan and host trade / industry/ corporate tasting and buying events
- Lead team in virtual tasting sales effort

Wine Club – Together with Club Manager

- Develop relationships with members; get to know them and their wine preferences
- Coordinate Club outreach to remind and schedule their annual private tasting for them and up to 3 guests (up to 6 for Rockpile members)
- Coordinate, prepare semi-annual Wine Club will call orders
- Oversee club wine inventory from warehouse, organize, pack, and label for pickup event with collateral/ club gift
- Work semi-annual Wine Club release parties

QUALIFICATIONS:

- One to two years related team supervisory experience: wine industry, restaurant, retail or direct sales
- A passion and knowledge for wine, winemaking, people, experiences, engaging storytelling
- Commitment to excellence and high standards
- Creativity: role requires a dynamic personality, enthusiasm and energy

Ability to:

- Collaborate, embrace, manage change, and adapt to a rapidly changing environment
- Manage priorities and workflow
- Understand and follow written and verbal instructions
- Sell - ask for the sale / club enrollment

- Excellent written, oral, and interpersonal communication skills
- Excellent presentation and phone skills
- Computer proficiency (POS, Internet, Microsoft Office programs) Wine Direct, Tock preferred
- Graphic design, photography, social media skills will be put use creating content!

PHYSICAL/MENTAL REQUIREMENTS:

While performing the duties of this job, the team member is frequently required to do the following:

- Bend, squat, climb, push, stoop, and crouch repeatedly
- Stand and walk for extended periods as required by job duties
- Lift up to 50 lbs. on a regular basis
- Coordinate multiple tasks simultaneously

- Must be at least 21 years of age
- Ability to pass background check and drug screening