



DTC Sales and Tasting Room Host

Hourly, 2- 3 days a week (includes a weekend day, 5 - 8 hr shift)

Hourly compensation, gratuities, and 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 Host 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 area of DTC sales: tasting room, wine club, events, and direct sales. This team member reports to the Director of DTC but works at the direct of the Team Lead. It requires the ability to consistently work weekends, some evenings, and some holidays.

Our ideal team member contributes our team success by reaching and exceeding revenue targets by driving wine sales and wine club membership enrollment via in-person and virtual tastings, outbound campaigns, and events. You are engaging, can think on your feet and will let the wine sing.

You are versatile, 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 Host 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

- Engage in monthly/daily sales and wine club enrollment efforts
 - Engage in all hospitality duties, including in-person and virtual tastings, and events
 - Upholds a high standard of hospitality, develop rapport, and deliver a superior customer experience
 - Greet guests and conduct wine tasting: serve wine; provide wine education, wine, winemaking techniques, and history. Answer guest questions
 - Handle routine purchasing transactions, wine club enrollment, and shipping orders
 - Perform daily tasting room floor operations and opening/closing procedure tasks
 - Wash/buff wine service items and reset tasting room
 - Manage cleanliness & appearance of the tasting room
 - Provide general tourist information
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- Assist with tasting room logistics – tasting scheduling, stocking, inventory, supplies, décor
 - Acquire and maintain thorough knowledge of winery and its wines
 - Assist with hospitality special events as needed
 - Represent winery at outside functions as needed
 - Performs other duties as assigned

DTC Operations

- Adept user of database, POS and reservation system - use and follow best practices
- Facilitate guest communications – written and phone
- Assist with customer care: orders, shipping, reservations. and member/ guest visits
- Execute tasting room shipping/receiving, wine club release or allocations (this may include packing wine shipments)
- Assist with maintenance and acquisition of customer data including data entry, basic research, and booking notes into reservation system.
- Sales Administration: including daily, campaign, release, and event sales; direct, tele-sales / customer and club member sale /outreach

QUALIFICATIONS:

- One to two years related 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 rapidly changing environment
 - Manage priorities and workflow
 - Ask for assistance when needed
 - Understand and follow written and verbal instructions
 - Sell - ask for the sale / club enrollment
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- Excellent written, oral, and interpersonal communication skills
 - Excellent presentation/ 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
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- Must be at least 21 years of age
 - Ability to pass background check and drug screening