



Tasting Room Manager

Revised: March 10, 2017

Job Description

The Tasting Room Manager is a team leader and motivator, working to ensure a consistently high level of morale, enthusiasm and commitment with a desire to make sales a priority. The position requires a unique blend of customer service, wine knowledge, general operations and management experience. This position will oversee tasting room merchandising, operations, staffing and inventory to maximize sales potential.

Create customer loyalty and provide a positive experience for all visitors through the delivery of an amazing wine tasting experience that is positive, creative and knowledgeable. The position reports directly to the General Manager, and is in turn expected to communicate directly with all employees of the Tasting Room.

The following reflects management's definition of the essential functions and requirements for this position, but does not limit the duties or responsibilities that may be assigned.

Responsibilities

- Maintain a successful Tasting Room setting by educating and managing tasting room staff.
- Hire new staff, and manage scheduling to ensure adequate staffing for open hours and special events.
- Provide required staff training to ensure successful daily operations and adherence to all policies, procedures and governmental regulations.
- Manage and maintain daily wine inventory and POS count accuracy.
- Assist with annual inventory reconciliation, and storage, of all non-wine inventories.
- Manage POS system content, function and reporting processes. Conduct staff POS training and problem resolution.
- Oversee and foster daily Wine Club operations with Wine Club Manager.
- Oversee updates and maintenance of website content.
- Monitor stock of operational supplies, retail merchandise and promotional materials.
- Manage the maintenance of the appearance and cleanliness of the barn and surrounding grounds.
- Manage daily open and close processes.
- Assist with regularly scheduled customer communications.
- Adhere to annual Marketing plan and budgets agreed upon with Owner in regards to Tasting Room operations.
- Oversee scheduled events with the assigned Event Coordinator.

→ Communicate regularly with staff and public via email, phone and in person.

Required Skills and Competencies

- Team player and Jack-of-all-Trades who displays "can-do" leadership attitude.
- Able to work some weekends, some evenings and some holidays at both on and off-site functions.
- Strong analytical math skills and proficiency with MS Office Suite applications. Ability to master POS system and other technologies.
- Detail oriented with excellent organizational skills. Ability to manage projects with minimal supervision.
- Maintain a clean and clutter free work environment.
- Outstanding customer service skills.
- Strong written and verbal communication skills.
- Highly motivated, independent and able to adapt to various situations.
- Ability to develop, implement and reach sales goals.
- Relaxed, friendly demeanor, combined with a professional appearance and attitude.
- Passion, Integrity and Energy!

Working Conditions and Qualifications

- Minimum of high school or equivalent degree.
- Must be at least 21 years of age.
- Previous managerial experience in hiring, training, supervising and scheduling staff.
- Hospitality, operations or retail management experience is a plus.
- Knowledge of wines and wine production helpful.
- Work environment is not temperature controlled, and does involve some outdoor activities.
- Moderate to heavy physical work; moving wine cases and retail supplies, setting up for special events, etc. Ability to lift 40 lbs. and stand for long periods of time.