



# GLENORA Winery · Inn · Restaurant

## WINE CELLARS

*Setting the Standard of Excellence Since 1977*

### **Assistant Tasting Room/Direct to Consumer Manager**

Glenora Wine Cellars is seeking an experienced, professional and motivated Assistant Tasting Room Manager with effective leadership skills to join our retail team.

#### **Position Summary:**

The primary functions of this position are to assist in the day-to-day operations of the tasting room at Glenora Wine Cellars and to build and develop direct to consumer sales. The ideal candidate will be detail oriented, a multitasker, team player and will possess excellent customer service and wine sales skills. The candidate's regular working hours will include weekends, holidays and different shifts when the winery's hours are extended during summer months.

#### **Assistant Retail Manager Responsibilities**

- Create a positive and respectful work environment for the tasting room staff by leading through example.
- Support management in staff training and ensuring adherence to all company policies.
- Assist management in reaching sales goals and developing new programs for enhancing the customer experience.
- Assist management in the purchasing of merchandise, food, and clothing.
- Work with management in preparing and conducting all retail events, including those with the Seneca Lake Wine Trail.
- In the absence of the Retail Manager, is responsible for the team, quality of performance and ensures that all policies and retail procedures are maintained and adhered to. Reports any issues or concerns to the Retail Manager in a timely fashion.
- Works directly with Loyalty Club members via phone or email, with a strong focus on growing memberships, direct sales and furthering relationships.
- Train staff to sell and grow the Loyalty Club members and direct to consumer sales.
- Research and understand the members and seek-out ways to assist in the development and implementation of member touchpoints and recognition programs.
- Responsible for data entry and maintenance of said members and customer database.
- Assist with processing shipping orders via phone or email
- Assist with department related projects including special events, and direct marketing promotions.

#### **General Responsibilities**

- Responsible for performing opening and closing procedures during your respective shift, register operation, point of sale and loyalty program management.
- Responsible for executing shipping procedures, taking phone orders and processing internet shipping.
- Responsible for monthly wine inventory, and yearly merchandise and clothing inventory.
- Regularly perform all duties of the tasting room with the retail staff which includes conducting tastings and tours, greeting visitors, answering the phones, maintaining cleanliness of the retail shop and the professional appearance of wine and merchandise displays.
- Management may assign duties and responsibilities to this job at any time due to reasonable accommodation.



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### **Skills/Qualifications**

- Two to three years winery/customer service experience
- Minimum 2 years assisting or managing a Wine Club/Loyalty Program with a track record of successful sales
- Associate's degree preferred
- Good written and oral communication skills, computer literacy and competency in cash register procedures
- Other critical skills include planning & organizing; problem identification/resolution, follow-through skills to bring tasks to closure in a timely manner, priority setting, and having a sense of urgency in accomplishing tasks in a timely manner
- Proficiency in Microsoft Office Programs
- Experience in OrderPort point of sale a plus
- Ability to lift 50 lbs. for a short period time

Full Time Position: Between 36 and 40 hours per week.

Compensation: Commensurate with experience, starting at \$19/hour, full benefits.