

Position:	DIRECTOR, Sales & Hospitality	Manager, Tasting Room	Coordinator, WINE CLUB, Shipping, TR	Tasting Room Staff	Events - part-time	Finance Officer
Reports to:	CEO	Dir, Sales & Marketing	Dir, Sales & Marketing	Mgr, Tasting Rm	Mgr, Tasting Rm	
			Works closely w Fin'l Assistant			
			Dotted line to Tasting Room Manager			
POSITION SUMMARY:	Overall vision and execution of Sales and Marketing for Noble Ridge.	Focus all activities on creating an exemplary customer experience, while driving sales, and helping Guests see the benefits of joining the WC and purchasing online. Manage all wineshop staff and wineship activity.	Fully administer wine club program, creating meaningful relationships with existing W/C members assisting them to fulfill their obligations. Grow the Wine Club to meet montly sales targets and new member targets.		Assist Tasting Room manager with event excution and communication/marketing	
Primary Responsibilities:	Develop Sales Plan, including targets	Create inhouse marketing to support Events, ie: Vista Print,	Fully administer and grow the wine club program.			
	Initially - DTC; moving towards covering all sales, incl Vanc, AB, US, UK, etc.	Responsible meeting DTC Sales targets and montly WC targets.	Manage club dabase and profile information, keeping records up to date			
	Incl: preparing FORECASTING and ALLOCATIONS	Sets up systems w Directors to support allocations - Tasting Room	Provide remarkable, personal wine delivery program to all current and future Wine Club Members			
	Develop Marketing Plan	Execute	Execute			
	Develop annual marketing strategy and calendar for execution. Work with Maverick to create marketing collateral. Develop Eblast	Develop Eblast and email communications w/ DSM. Fully understand how to create promotions and bundles. Impletment colateral and events to conicide with marketing campaign calendar.	Build Eblast with direction from DSM for communications to WC		Assist in creating event colateral as needed.	
	Competitions - Develop strategy, enter and monitor			TEAM LEADER: Assist DSM with Competition packing. Keep Accolade workbook up todate		
	Over see Social Media postings/Communications		Execute social media postings, FB, Twitter, Instagram			
	Manage Website	Fully understand and able to make website adjustments	Able to ad events to Web Calendar and create links in eblast			
	Develop & Execute Public Relations Plan					
	Create an annual strategy to create relationships with influencers.	Develop and Maintain Tourism Marketing to create relationships withing the local industry	Support DSM w/ PR shipments and communications			
	- Targeted campaigns					
		Participate in Industry Initiatives to support marketing plan. Incl. outside pours, industry communications, database etc.				
	HR					
	Assists in HR issues as needed, interview, hire, review, exit interview. Oversees and approves salaries. Oversees/Approves staff training guidelines, execution. Assist in Disiplinary actions. Oversees staff schedule. Maintains staff personnel records with the help of the TRM.	Recruite, interview, hire and train all Tasting Room staff. Maintain Personnel records and reporting. Conduct weekly update meetings. Conduct exit interview. Montitor staff absenteeism. Create weekly schedule. Disciplinary recommendations with help of DSM.	Maintain weekly time sheet	Maintain weekly timesheet		
	TASTING ROOM					
	Sets Tasting Room BUDGET - Sales and WC. Weekly/Monthly Sales Report tracking	Meets or exceeds BUDGET expectations. Weekly sales and wage reporting.	Assist in meeting monthly targets. Reporting			
	Determine specifics w Manager. Wine club rewards program, monthl product knowledge allocations. Sales target commissions	Monitor and track all wine club sales, product knowledge reports and tips. Complete Sales/Budget reporting weekly	Weekly reporting on targets to DSM & TRM.			
	Supervise Tasting Room Manager	Ensure all licensing requirements are met and stadards are kept.				
		e.g., Serving It Right, FoodSafe				
		e.g., Int. Hlth, Water requirements				
	Fully understand and able to trouble-shoot WINE DIRECT and Sales Litre	Fully understand and able to trouble-shoot WINE DIRECT	Fully understand and able to trouble-shoot WINE DIRECT			
		Train and monitor daily cashouts. Balance cashout reports, count cash and give to Financial Officer. Maintain \$200 float for POS and \$300 petty cash. Train on POS				

	Oversee Merchandise ordered for Tasting Room	Order and maintain relevant merchandise for WS to coincide with marketing plan and budget.	Track and order shipping supplies w/ DSM approval			
		Keep high standards with visual displays, cleanliness, product, signage. Remerchandise regularly				
		Develop a product receiving protocol and train.		Receive all new merchandise as per protocol		
		Train staff to merchandise; upselling				
		Regular Merchandise Inventory Completed				
		Ensure WATER SAMPLE procedures are followed				
		Guest profile tracking, Trip Advisor, Tour guide operator reports				
		Create Tasting Experience				
	Wine Club					
	Create new member choice, and wine club program.	Execute Wine Club Sales Program. Meet or exceed targets	Execute Wine Club programs, and incentives.			Work with WCC to create shipping labels and manifest
	Set wine club allocations and forecast	Train to make sure that all staff fully understand WC and how it can benefit NR Guests	Handle all aspects of successful execution of the NR Wine Club			
	Ensure WC's smooth operation					
	Draft WC Annual shipment calendar with Financial Officer.	Oversee, WC pickup procedures	Draft WC Annual Calendar w Financial Officer. Create and maintain	Execute wine club shipments according to calendar 3 times per year.		Create WC annual Calendar w/ WC Coordinator.
	Trouble shoot all WC escalations		Handle all enquiries & Issues. Send escalations to DSM			
	Monitor reporting and targets		Track WC signups, reporting and			
	Create Loyalty and Rentention program	Train staff how to sell WC, on line purchases	Execute and maintain WC loyalty and retention program			
			Provide exemlary customer service and TLC for special clients			
			Encourage club members to increase allotment through promotions, pre releases and specail packages			
			maintain customer profile updates and shipping requests.			
			Soversee all logistics related to accurate and timely delivery of wc packages. Work with ATS.			
	ONLINE SHOPPING					
	See marketing Plan	Create plan for all merchandise to have skews				
		Train staff to encourage customers to do online shopping				
	EVENTS					
	Plan and oversee events that fit into NR Sales and Marketing Plan. Including PR, marketing and communications	Create and execute events as per NR Sales and Markeing Plan	Be familiar and able to communicate with guests all NR events.		Assist in executiong of Events under direction of WSM.	
		Contact and negotiate with vendors.				
		Create inhouse marketing materials, and execution plan. Assist with guest communications, ticket sales. Maintain records	Share events with WC members through eblast/newsletter			
		Includes all Post-Event activities and reviews are completed				
	Create NR Wedding package	Manage all event bookings, private parties				
	Online Shopping - manage website and online shopping program	Train to make sure that all staff fully understand online shopping and how it can benefit NR Guests	Execute online shopping programs			
	SHIPPING					
	Determine pricing and procedures,	execute and train staff on daily shipping procedures.	Work with Finance Officer to create shipping lable and manifest.			Assist with ATS tracking, agent orders
	for all DTC - WC, Online, Tasting Rm	Provides feedback, input into procedures	Pack all weekly WC orders. Contact ATS for pickup and track shipments	Pack all shipment orders/daily.		Work with DSM on Agent order trouble shooting
	Ensure it is running effectively		Work with Winery to create shipping labels, and manifests for agent orders			
	INVENTORY					

	Create and oversee NR Allocations and Inventory program procedures. Monthly counts and annual audited count. Work with Director of Finance and Finance Officer	Execute wineshop cellar inventory as per plan working with DSM. Monthly and rolling counts. Order and receive wine from winery. Ensure procedures are followed				
	Wine Cellar Inventory Allocations	Create wine movement forms and Doc60 working with Finance Officer	Work with WSM to keep WS Cellar stocked for shipping. Create movement forms			
	Maintain NR WEBSITE	Stock and Maintain WS				
		Create a tasting pours tracking system. Track and report weekly				
		Manage bottle recycling				
	INTERNAL COMMUNICATIONS					
	Quarterly Strat Planning					

Monthly All Staff Meetings
 Weekly meeting with WSM and WCC
 Weekly meeting with CEO
 Weekly meeting with Senior Management Team
 Regular Agent communication

Monthly All Staff Meeting
 Weekly Meeting with DSM
 Weekly meeting with team
 Monthly Allocation meeting

Monthly All Staff Meeting
 Weekly Meeting with DSM

Monthly All Staff Meeting
 weekly meeting w/ WSM

Monthly All Staff Meeting
 weekly meeting w WSM

Agents