

DIRECTOR OF HOSPITALITY

GENERAL

- Work location: 3700 Mill Road, Paso Robles, CA
- Full-time, exempt position
- Must be available to regularly work weekends as well as evenings and holidays as required
- The Director of Hospitality reports to the President

JOB DESCRIPTION

1. PROGRAM DEVELOPMENT & PLANNING

- Evaluating and developing of concepts and programs for the Hospitality Center in cooperation with the President
- Preparing operating plans and budgets

2. HOSPITALITY CENTER MARKETING

- Developing and updating of marketing plan in cooperation with Marketing Manager
- Identifying and understanding customer demographics and adapting programs to stay relevant to consumers
- Performing ongoing business and competitive analysis
- Working with Marketing department on the development of display materials, sales flyers, tasting menus, e-blasts, and other POS materials
- Ensuring all tasting menus, signage, and promotional materials are current
- Supporting the control of marketing plan efficacy

3. HOSPITALITY CENTER OPERATIONS

- Supervising all areas of the Hospitality Center and ensure proper training of staff
- Implementing wine tasting standards in cooperation with Winemaker
- Conducting of wine tastings and vineyard tours for VIP guests
- Completing quality control in all aspects of Hospitality Center operation
- Resolving guest concerns and complaints by using good judgment and professionalism
- Evaluating and developing of product lines and seasonal programs

4. FOOD SERVICE

- Planning and developing of menus in cooperation with the Winery Chef
- Ensuring excellent food service standards are met
- Monitoring food cost and inventory management in cooperation with the Winery Chef
- Supervising kitchen cleanliness, maintenance and health safety standards

5. WINE CLUB

- Evaluating and developing long term plans and programs with focus on a strong growth concept for Wine Club in cooperation with DTC Manager
- Conveying membership concept and benefits to guests

6. EVENTS

- Evaluating and designing of new event concepts and wine related activities in cooperation with Event Coordinator, Tasting Room Manager, and DTC Manager
- Supporting Event Coordinator with planning and managing of events
- Coordinating of venue operations with Amphitheatre

7. GENERAL AND ADMINISTRATIVE

- Supervising of all aspects of facility management and maintenance
- Supervising of administrative duties to ensure timely external and internal reporting
- Invoice and payroll approval
- Ensure all safety, laws, and regulations are followed related to wine tasting and operations of the Hospitality Center

REQUIREMENTS

- BS-degree in Hospitality Management or similar field
- Minimum of five years full-time experience as a manager at a winery or similar hospitality operation
- Strong team leader that can efficiently implement policies, procedures, and goals
- Excellent marketing skills with proven track record in hospitality sales and customer satisfaction
- Solid writing and communication skills
- Professional presentation, friendly & enthusiastic personality
- Efficient and detail oriented
- Experienced and skilled in Microsoft Office applications
- Must be at least 21 years of age, ability to lift 50 lbs.

Please send resume to:

Vina Robles Vineyards & Winery
Attn. Human Resources
P.O. Box 699
Paso Robles, CA 93447

or by e-mail in PDF format only to: jobs@vinarobles.com

ABOUT VINA ROBLES

Growers and makers of expressive, approachable estate wines from Paso Robles, California, Vina Robles owns and farms six estate SIP® Certified Sustainable vineyards in five sub-districts in the region. First class hospitality service is offered by way of unique, memorable experiences with wine, food and music at their core. The vineyards & winery are owned and managed by two Swiss families who have been farming winegrapes in Paso Robles for more than 20 years.

Known primarily for their Cabernet Sauvignon and Petite Sirah, the Vina Robles lineup includes small lots of a wide range of varieties and creative blends. While adhering to traditional winemaking methods, veteran winemaker Kevin Willenborg implements modern technologies to make his estate wines with minimal intervention.
