

## **SIGNATURE CLUB MANAGER**

### **GENERAL**

- Work location: 3700 Mill Road, Paso Robles, CA
- Full-time position, exempt status
- Must be able to work irregular hours during special events, weekends and holidays
- The Signature Club Manager reports to the Director of Hospitality

### **JOB DESCRIPTION**

#### **1. PLANNING**

- Developing club program concepts, promotional programs, and marketing plans with the Director of Hospitality and Director of Marketing
- Preparing annual plans and budgets for club shipments and club activities with the Director of Hospitality

#### **2. MARKETING**

- Increasing club membership and customer retention based on annual planning
- Communicating with club members, collecting and analyzing member feedback, problem solving
- Working with the Director of Hospitality and Director of Marketing on the "Signature Club Insider" newsletter, e-blasts, club event flyers, and other promotional materials
- Planning and participating in club and direct to consumer events in cooperation with the Director of Hospitality and Event Coordinator
- Conducting off-site consumer events in southern and northern California

#### **3. CUSTOMER SERVICE AND SALES**

- Supporting and training Hospitality Center Hosts in sales of club memberships
- Developing and tracking results of incentive programs to increase memberships
- Creating sales and on-line promotions with the Director of Hospitality and Director of Marketing
- Contacting customers directly to sell limited quantity wines and library selections
- Managing the Wine Club Lounge
- Greeting and checking in Wine Club members at Amphitheatre Pre-shows during concert season

#### **4. SHIPPING AND ADMINISTRATIVE**

- Processing orders using Vin65 and Ship Compliant in compliance with all Federal and state regulations
- Organizing and supervising timely and accurate wine club shipments, re-orders, on-line, phone, and marketing orders
- Supervising Wine Club administration; ensure database is current and accurate
- Verifying invoicing and accounting for all club activities and analyzing costs
- Monitoring and controlling inventory for Hospitality Center in cooperation with the Tasting Room Manager

#### **REQUIREMENTS**

- Minimum of four (4) years' experience in wine sales or similar position
- Excellent marketing skills with proven track record in hospitality sales and customer satisfaction
- Passion for ultra-premium wines, good knowledge of California and Paso Robles wines
- Must be a team player who can consistently maintain a positive and professional attitude under pressure
- Efficient and detail oriented with exceptional organizational skills
- Strong problem-solving capabilities, ability to multitask and meet deadlines in fast paced environment
- Excellent writing and communication skills
- Proficient in Microsoft Office applications
- Experience with Vin65 and Ship Compliant a plus
- Current Food Handlers Certification
- Must be at least 21 years of age, ability to lift 50 lbs.