

## **WINE CLUB MANAGER**

The Wine Club Manager will manage and grow the wine club program, working closely with the tasting room and marketing department. This dynamic position will play an instrumental role in achieving targeted sales and membership growth for existing and future wine club programs.

Our current Wine Club Manager has been promoted to Marketing Manager at Vina Robles. We are therefore seeking an immediate capable replacement.

### **GENERAL**

- Work location: 3700 Mill Road, Paso Robles, CA
- Full-time, exempt position
- Available to work weekends, holidays and evenings for special events as required
- The Wine Club Manager reports to the Director of Hospitality

### **JOB DESCRIPTION**

#### **1. PLANNING**

- Working with the Director of Hospitality in developing of club program concepts, promotional programs and marketing plans
- Creating and executing Wine Club shipment calendar
- Working with brand management to plan club shipment selections and ensure the master list is up to date as products are changed/updated

#### **2. MANAGEMENT**

- Supervising Wine Club Coordinator(s) and their activities
- Manage Club Lounge operations and staff
- Supporting tasting room team with onboarding and training new hires on wine club sales tips, procedures and SOP's
- Preparing monthly wine club commission report
- Providing data analytics on wine club membership
- Managing order returns and work with Wine Club Coordinator(s) to resolve address updates, reroute, etc.

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

- Supporting tasting room staff in sales of club memberships
- Coordinating club membership sales and special programs with the Director of Hospitality
- Contacting key club members by phone to sell limited quantity wines and library selections
- Oversee tele sales and texting program
- Working in the Club Lounge as needed
- Participating in annual club and direct-to-consumer events
- Monitoring Amphitheatre Terrace Club RSVP lists and staffing needs
- Greeting and checking in members for Amphitheatre Terrace Club during concert season

#### **4. MARKETING**

- Increasing club membership and customer retention based on annual planning with Director of Hospitality and Marketing Manager
- Communicating with club members, collecting and analyzing of member feedback
- Working with the Marketing department on wine club eblasts, club event flyers and other collateral

#### **5. CUSTOMER DATABASE MANAGEMENT, ADMINISTRATIVE**

- Manage daily calls, voicemails and emails
- Organizing, updating and managing the membership database
- Ensure accurate invoicing and accounting for all wine club activities

#### **6. SHIPPING AND LOGISTICS**

- Organizing and supervising timely and accurate wine club shipments, re-orders and website orders
- Processing orders using Wine Direct and Ship Compliant in compliance with all Federal and state regulations
- Review various inventory locations to ensure orders are not creating outages

### **REQUIREMENTS**

#### **Skills:**

- Exceptional skills in customer service with a professional, friendly demeanor
- Excellent written communication skills, attention to grammar and email etiquette
- Works well in a team environment
- Pays close attention to detail and takes initiative
- Strong organizational, problem-solving and analytical skills
- Knowledge of Wine Direct, Sovos-Ship Compliant and Tock a plus

#### **Qualifications:**

- Must be 21+
- Bachelor's degree and/or 3+ years of wine club experience or equivalent
- Proficiency in Microsoft Office required
- Shares company values of: integrity, respect, value creation, compliance, customer focus
- Versatility, flexibility and a willingness to work in an evolving environment with enthusiasm

#### **Physical Requirements:**

- Ability to walk and stand for extended periods
- Able to lift 45 pounds on a regular basis
- Coordinate multiple tasks simultaneously
- Ability to travel locally when necessary
- Able to work weekends, holidays and after hours

## **HOW TO APPLY?**

**Please send resume to:**

Vina Robles Vineyards & Winery  
Attn. Human Resources  
1200 Priska Drive  
Paso Robles, CA 93446

**Or by e-mail in PDF format only to:** [jobs@vinarobles.com](mailto:jobs@vinarobles.com)

**Please no phone calls**

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## **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 wine grapes 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.

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