

Tasting Room and Events Manager Job Description

Position Overview

The Tasting Room and Events Manager is a key leader in a rapidly growing business and industry. As one of the oldest and most established wineries in Michigan, Fenn Valley team members not only get to contribute at an exciting company, but also get to shape the industry. This role includes strategic direction as well as day-to-day operations of our Fennville and Saugatuck tasting rooms, including all on-site events. The Tasting Room and Events Manager oversees a team of employees and reports to the Vice President.

Strategic Responsibilities

- Actively manage and mentor retail and events team.
- Help roll out new initiatives and programs aimed at growing the business and better serving customer needs.
- Help facilitate relationship with local B&B's and vacation home rental owners.
- Work as part of leadership team to help set company direction.
- Oversee Wine Club program and constantly look for areas to innovate and provide more value.
- Ensure Fennville and Saugatuck Tasting Rooms provide a consistent and excellent customer experience.
- Continually look to innovate the retail business and adapt to changing market conditions.
- Create and implement new sales and events strategies to grow the retail business.
- Innovate and create new experiences for customers.
- Offer input on wine pricing, promotions and tasting room operations.

Tactical Responsibilities

- Hire and develop training for Tasting Room Sales Associates.
- Facilitate merchandising, including item selection, procurement, inventory management and point of sale displays.
- Ensure tasting room dress code is consistent with Fenn Valley brand.
- Manage retail space maintenance, including cleaning.
- Ensure point of sale materials are effective, consistent and up to date.
- Oversee public and private tours.
- Manage retail facilities, including commercial kitchen and retail-centric outdoor spaces.
- Track sales results and communicate sales programs and strategies with teams as needed.
- Manage subordinates in accordance with company policies.
- Work events, special programs and tasting rooms when needed.
- Work tasting room counters - including greeting customers, serving wine samples, answering questions, offering suggestions, etc
- Ensure direct to consumer shipments are processed quickly and accurately.
- Manage Wine Club allocations, including wine selections, pick-up events and shipments.
- Ensure Wine Club members receive appropriate customer experiences at all times.
- Oversee all events and use of the Fennville estate and Saugatuck Tasting Room.
- Provide leadership over volunteer program.
- Maintain active relationships with necessary outside vendors, including chefs, food trucks, linen rentals, etc.
- Maintain active list of food trucks willing to work events, busy weekends and other times as needed.
- Grow and develop private event business.



- Ensure all retail areas, including the kitchen, are always in compliance with local, state and federal food handling laws.
- Aid in management of event system, including resolving errors and running reports as needed.
- Help plan and execute internal company events.
- Work events, private events, special programs and tasting room when needed.

Required Skills

- Must be organized, self-motivated, and detail oriented with the ability to multi-task.
- Able to recognize process needs and implement improvements as necessary.
- Sound written/verbal communication and excellent interpersonal skills.
- Superior listening skills with the ability to translate information into business needs.
- Able to lead and influence peers and counterparts in cross-functional teams.
- Passion for wine and hospitality.
- Available to work when event space is in use, including weekends, nights and holidays.
- Available to meet prospective customers on their schedule, which is often weekends and nights.
- Ability to travel on occasion for customer/market research and off-site events.

Required Background

- 2+ years business, retail sales or marketing experience required.
- Experience in the beverage or hospitality industry which may include sales, customer service or production is *preferred but not required*.
- Management experience is *preferred by not required*.
- Comfortable with technology including Microsoft productivity tools, email and social media for business.
- Bachelor's Degree is *preferred but not required*.
- Must be able to earn ServSafe Food Manager Certificate.
- You must be legally authorized to work in the United States without an employer-sponsored petition for a visa.

Our compensation is competitive and based on skills and experience. As a full-time employee you will receive the standard Fenn Valley benefits package including health insurance, paid time off, IRA program, etc.