

## Guest Experience Manager Job Description

### Position Overview

The Guest Experience 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 focuses on the strategic direction of our Fennville and Saugatuck tasting rooms, including all on-site and off-site events.

### Strategic Responsibilities

- Help roll out new initiatives and programs aimed at growing the business and better serving customer needs.
- Build and maintain relationships with local B&B's, vacation home rental owners, and regional tourism partners to drive visitation.
- 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 event strategies to grow the retail business.
- Innovate and create new experiences for customers.
- Offer input on wine pricing, promotions, and tasting room operations.
- Establish and monitor key performance indicators for tasting room performance, including guest conversion rates, average transaction value, and Wine Club sign-up rates.
- Develop outreach initiatives to attract visitors, including social media campaigns, email marketing coordination, and partnerships with local tourism organizations.

### Tactical Responsibilities

- Manage Tasting Room leadership team.
- Aid in hiring and develop training for Tasting Room Sales Associates.
- Drive merchandising strategy – including products produced in-house and those re-sold.
- Develop room dress code consistent with Fenn Valley brand.
- Ensure point of sale materials are effective, consistent and up to date.
- Oversee public and private tours.
- Track sales results and communicate sales programs and strategies with teams as needed.
- Work events, special programs and tasting rooms when needed.
- Manage Wine Club allocations, including wine selections, pick-up events and shipments.
- Ensure Wine Club members always receive excellent experiences.
- Oversee all events and use of the Fennville estate and Saugatuck Tasting Room.
- Provide leadership over volunteer program.
- Grow and develop private event business.
- Help plan and execute internal company events.

### 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

- 3+ years of experience in hospitality, retail sales, or marketing required, with at least 1 year in a supervisory role.
- Experience in the beverage or hospitality industry which may include sales, customer service or production is *preferred but not required*.
- Management experience is *preferred but not required*.
- Proficiency with technology including POS systems, reservation platforms, Microsoft productivity tools, and social media for business.
- Bachelor's Degree is *preferred but not required*.
- Must be able to earn ServSafe Food Manager Certificate.
- Wine knowledge certification (e.g., WSET Level 2, CSW, or equivalent) is *preferred but not required*.
- You must be legally authorized to work in the United States without an employer-sponsored petition for a visa.

Compensation is competitive 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.