

## Job Title: **TASTING ROOM REP LEAD – J WINERY**

### SUMMARY

Under minimal supervision supports tasting room operations in a manner that achieves the established financial goals, ensures a rich consumer experience, builds consumer loyalty, and reflects the brand essence. Demonstrates superior product knowledge, effectively educates guests and staff using product presentations, and provides exceptional sales and customer service to winery guests.

### ESSENTIAL FUNCTIONS

- Prepares the tasting room for daily opening and closing.
- Presents selected wines for tasting and assist consumers with their purchases.
- Develops positive relationships with customers and prospective customers.
- Functions as an informed resource for consumers regarding winemaking, winegrowing, and wine vintages, availability of products and brand award and accolades.
- Understands and effectively communicates the Brand message.
- Promotes and procures Wine Club memberships.
- Conducts property tours and VIP tastings.
- Represents Tasting Room at winery events.
- Operates cash registers and credit card terminals accurately and efficiently.
- Processes phone orders and wine shipping orders in compliance with federal and state regulations.
- Stocks merchandise and supplies as needed.
- Checks identification as required by state regulation for serving alcoholic beverages.
- Recognizes the symptoms of intoxication and informs a manager.
- In the absence of the Tasting Room Supervisor, monitors tasting room staff, ensuring all employees are assigned to appropriate venues. Makes decisions based upon tasting room capacity, staff, guests, etc. when necessary.
- Participates in the training and coaching of tasting room staff. Actively leads and supports wine education amongst the tasting room staff.
- Provides constructive feedback to entry level tasting room staff.
- Acts as the lead in the higher level venues, ensuring all guests receive best in class service and attention.
- Represents the company and brand, professionally, graciously and enthusiastically.
- Completes other duties and projects as assigned.
- Maintains satisfactory attendance, to include timeliness.
- Responsible for understanding and complying with applicable quality, environmental and safety regulatory considerations.
- This job description reflects management's assignment of essential functions; it does not prescribe or restrict the tasks that may be assigned.

### SUPERVISORY RESPONSIBILITIES

N/A

## QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### MINIMUM QUALIFICATIONS

- High School Diploma or GED from an accredited institution.  
Bachelor's Degree plus 2 years of wine sales, retail sales, wine marketing, or hospitality experience reflecting increasing levels of responsibility;
- OR
- 6 years of wine sales, retail sales, wine marketing, or hospitality experience reflecting increasing levels of responsibility.
  - Cash register experience.
  - Required to be 21 years of age or older.
  - Required to work weekends and a flexible schedule as needed.
  - Required to lift and move product weighing up to 50 pounds.
  - Required to engage in frequent walking and standing.
  - Experienced in reading and comprehending simple instructions, correspondence, and memos.
  - Experienced in writing simple correspondence and procedures.
  - Skilled in adding, subtracting, multiplying and dividing in all units of measure, using whole numbers, common fractions, and decimals.

### PREFERRED QUALIFICATIONS

- Bachelor's Degree in Business Administration or Hospitality Management plus 2 years of wine sales experience reflecting increasing levels of responsibility.
- Possession of WSET Level 2 or 3, or Court of Master Sommeliers Level 2, CSW.
- Skilled in the use of a cash register.
- Skilled in communication, presentation, sales and customer service.
- Skilled in calculating figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
- Skilled in applying concepts of basic algebra and geometry.
- Knowledge of wine and wine production.
- Knowledge of federal and state legal compliance related to tasting room operations preferred.
- Skilled in personal selling, time management, and public speaking.
- Experience effectively presenting information in one-on-one and small group situations to customers, clients and other employees of the organization.
- Experience solving practical problems and dealing with a variety of concrete variables.

### PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand and walk; reach with hands and arms; use hands to finger, handle or feel and talk or hear. Specific vision abilities required by this job include close vision.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate.

**EEO/AA M/F/Vet/Disability**