

### **Position Classification:**

Functional/Department Management

### **Responsible for:**

Managing and leading the Hunter Valley Cellar Door operation to achieve sales targets, goals and customer satisfaction

Promoting brand De Bortoli by providing an *experience* that showcases the heritage and passion of the family

Ensuring the Hunter Valley facility, assets, grounds and overall security are properly maintained

### **Leadership/Business influence:**

Leading an organisational unit or Department

### **Reports to:**

Human Resources Manager

### **Supervises:**

Cellar Door Staff, External Contractors

## **Main Functions and Activities**

### **Sales and Marketing**

- Monitor and report on competitor activities, sales and product strategies
- In conjunction with the Marketing team, formulate and set sales strategies and targets for the cellar door team
- Ensure that all sales and marketing strategies are executed in accordance with the primary focus of cellar door operations ie provide a unique customer experience
- Monitor and measure the effectiveness of corporate marketing strategies and national promotions as applied at the local level
- Implement 'local' sales, marketing and promotional initiatives to generate sales

### **Customer Service**

- Provide and oversee the provision of prompt and courteous service to all De Bortoli customers and visitors
- Facilitate and conduct wine tastings for customers , including structured tastings for groups
- Promptly address any customer complaints and concerns in relation to the product or customer service experience
- Conduct internal staff training on product knowledge and customer service standards

### **People Management and Development**

- Attract, recruit, train and retain a suitably qualified pool of staff to meet visitor demand whilst maintaining service standards
- Prepare, communicate and, where required, review staff working rosters
- Ensure that all work activities are performed in accordance with the requirements of the relevant industrial instrument
- Develop the skills and capability of the cellar door team including the development of appropriate succession and career plans for team members

### **Performance Measurement and Reporting**

- Provide input into the setting of budgets and targets for the cellar door operation
- Monitor cellar door performance and regularly report on variances from targets and budget objectives
- Support and motivate staff to meet revenue, profitability and expense targets
- Review daily sales figures and communicate performance and results to all cellar door staff

### **Administration and Security**

- Ensure that all administrative processes including reconciliation of daily takings/banking/float are completed in accordance with standard procedures
- Manage stock on hand and liaise with Head Office on any out of stock issues
- Maintain high standard in presentation, cleanliness and neatness of cellar door area and surrounds
- Respond to any enquiries/requests/communication from all internal and external parties

### Site and Asset Management

- Ensure that required maintenance on all buildings and associated grounds is carried out
- Ensure integrity of site security including alarm and key system
- Monitor the performance of key contractors ie ground maintenance, pest, cleaning etc
- Report any anomalies to Head Office

### Other

- Participate in and support regional wine, food and tourism events in the Hunter Valley

### Internal contacts

Marketing Team, Warehouse and Distribution Team, Head Office Administration, Cellar Door Managers (Yarra & Bilbul), HR & Payroll

### External contacts

Customers/Visitors, Suppliers & Contractors

### Essential Capabilities and Experience

- Minimum 5 years of related sales/marketing experience
- Extensive wine knowledge and capability to communicate with customers on a range of product related questions
- Previous experience in team management, supervision and development
- Knowledge of key administrative processes in a retail sales environment
- High level planning and organisational skills
- Hands on experience with ERP corporate systems
- Highly developed communication skills - verbal, written and interpersonal

## Position Scope - Cellar Door Manager & Site Supervisor

Incumbent Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Managers Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_