

## JOB DESCRIPTION

**Employee:** Retail Sales & Hospitality Associate

**Reports to:** Manager, Retail Sales & Hospitality

**Category:** Part-Time/Non-Exempt

**OBJECTIVE:** To provide an exceptional guest-service experience to consumers, wine club members, and members of the trade visiting Ridge Vineyards' Lytton Springs Estate. Effectively conduct the sale of wine, wine club memberships, and non-wine merchandise. This position plays a key role in influencing the public's perception of Ridge Vineyards, therefore, must possess excellent communication and guest service skills.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Provide guests with a memorable and unique experience through:
  - Personal greetings and farewells, using guest's names whenever possible.
  - Enhanced education about Ridge Vineyards' history and wines, including all relevant appellation and vineyard information.
  - Anticipation of guests' needs in the areas of sales, service and concierge services.
  - Developing relationships with guests to stimulate repeat visits and future sales.
  - Hosting unique, engaging and educational tastings, tours, and private events.
  - Delivering effective sales strategies that result in the sale of wines and wine club memberships while keeping with our service and hospitality standards.
- Daily Operations
  - Thorough understanding and ability to operate direct point-of-sale system (WiMS/Orion) including: ringing sales transactions, researching guest purchase and wine club history, accurately adding and adjusting customer profile information
  - Provide adequate set up and breakdown of Tasting Room, Private Tasting Areas
  - Stocking of wines, non-wine merchandise, and various marketing materials
  - Breaking down and recycling of all necessary elements including cardboard and glass
  - Maintaining wine for tasting through bottle opening, sensory analysis, and decanting
  - Packaging wine for guests, including transporting wines to guests' automobiles
  - Providing accurate and timely execution of shipping orders
  - Continuously monitoring and maintaining the condition and appearance of the tasting rooms and surrounding grounds
  - Maintaining accurate inventory of wine and non-wine products through precise transactional processing of sales, returns and mark-outs
  - Providing end-of-day tasting room breakdown including: washing all dishes, putting away all marketing materials, cleaning of tasting bars, kitchen, offices and surrounding retail areas
- Ongoing Weekly & Monthly Duties
  - Actively participate in regularly-scheduled staff meetings
  - Conduct special tours and participate in special events as needed
  - Stay current on recent wine reviews and industry trends

- Stay current on all relevant Responsible Hospitality Standards, and all relevant rules and regulations as regards the serving of alcoholic beverages

## **NON-ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Performs all related duties as assigned

## **QUALIFICATIONS/ REQUIREMENTS**

- Undergraduate college degree preferred
- Prior experience in a wine service environment preferred
- Prior experience in the luxury hospitality industry with emphasis on outstanding guest service preferred
- Exceptional communication skills, both written and oral
- Excellent organizational skills
- Collaborative/team operational skills
- Ability to make empowered decisions that positively affect the customer's experience
- Computer proficiency: Word, Excel, Outlook, WiMS, etc.
- Excellent attention to detail
- Ability to work evenings and weekends, as needed
- Ability to lift 40 lbs. unassisted, walk up and down stairs, walk on uneven terrain, stand for long periods of time
- Ability to accept and maintain all discipline and behavior standards unique to the alcoholic beverage industry