



## POSITION DESCRIPTION

POSITION:	Cellar Door Manager
DEPARTMENT:	Hospitality
DATE PREPARED:	January 2025
REPORTS TO:	Managing Director
DIRECT REPORTS:	Cellar Door Team
EMPLOYMENT STATUS:	Full Time or Permanent Part-Time
TENURE:	Ongoing

### WORKING ENVIRONMENT

Delatite Wines is a family owned and run winery and is committed to be as sustainable as possible. Since 2005 it has followed Biodynamic principles in the vineyard, then in 2011 it began making wine more naturally, with minimal intervention.

In the last 10 years it has transitioned from a vineyard and winery that produced wine and selling it predominately offsite to now selling 80% of it DTC. This is due to the growing of a wine subscription club and led to building a new cellar door and dining room in 2021.

The Cellar Door Manager is a key role; wine sales, building the club through recruitment and managing the existing members are the priority of the business.

### POSITION OBJECTIVE

The Cellar Door Manager has a crucial role in leading our cellar door team, driving wine sales and wine club sign ups and ensuring customer satisfaction. This role includes training all cellar door staff in sales techniques, about the wines, the history and the brand. It is also a key link between the wine club team, customers and the cellar door team.

### KEY RESPONSIBILITIES

The Cellar Door Manager is responsible for the following tasks:

1. Overseeing all training of cellar door staff in sales techniques, wine and brand knowledge.
2. Organise the day-to-day cellar door operations through effective coordination, planning, performance management, coaching and guidance of the team to ensure daily/weekly/monthly/annual priorities are met.
3. Provide monthly reports on wine club recruitment and wine sales to the Managing Director and Wine Club Manager.
4. Work with the restaurant supervisor on rostering and recruitment for both cellar door and front of house teams.
5. Co-ordinate ordering stock including – cleaning materials, soft drinks, cutlery, toiletries etc.

6. Liaise with vineyard team and outside contractors to ensure building is maintained and venue is always tidy.
7. Ensure all POS systems are working and are up to date.
8. Enforce all procedures, policies and staff expectations including – end of day, dress code, alcohol consumption etc.
9. Oversee all Estate experiences, including the development, rollout and ongoing management.
10. Work with customer database and CRM to ensure information is correct and up to date.
11. Ensure a strong working knowledge of the business, wines, business philosophy and systems used throughout the business.

## **KEY SELECTION CRITERIA**

The Key Selection Criteria for the position of Cellar Door Manager includes:

- Previous experience in a sales role within a customer-based business or organisation
- Excellent relationship management and people skills, with a proven ability to interact with people at all levels.
- Well-developed oral communications skills and sound written communication skills,
- Well-developed ICT skills and previous experience with databases.
- An ability to assist in the coordination of activities and projects and to work independently and show initiative and judgement when required.
- Demonstrated supervisory experience
- Ability to work within a team environment and still manage the demands of a variety of different customers and colleagues

## **QUALIFICATIONS AND EXPERIENCE:**

Mandatory

- Previous experience in a sales role
- Current Victorian driver's license

Highly Desirable:

- Understanding of wines, viticulture and winemaking
- Current Victorian RSA

## **OTHER REQUIREMENTS AND OUT OF HOURS EXPECTATIONS**

- Work on public holidays and throughout the period between Christmas and New Years.