



Retail Sales and Events Manager Job Description

Position Overview

The Retail Sales and Events 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 as a whole. This role includes strategic direction as well as day-to-day operations of our Fennville tasting room, including events.

Responsibilities

- Manage overall tasting room and events strategy and teams
- Work as part of leadership team to help set company direction
- Continually look to innovate the retail business and adapt to changing market conditions
- Create and implement new sales and events strategies to grow the retail business
- Innovate and create new experiences for customers
- Plan and oversee on-site and off-site events
- Train and develop tasting room and events employees
- Oversee volunteer program, including recruitment, training and communication
- Manage the retail facility, including commercial kitchen
- Oversee online wine store and event reservation system
- Track sales results and communicate sales programs and strategies with teams as needed
- Manage subordinates in accordance with company policies
- Work events, special programs and tasting room
- Lead public and private tours as needed
- Other duties as needed

Required Skills

- Capable of developing holistic strategic sales plans
- 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

Required Background

- Experience in the beverage or hospitality industry which may include sales, customer service or production is preferred but not required
- 2+ years business, retail sales or marketing experience required
- Management experience is a plus
- Ability to travel on occasion for customer/market research and off-site events
- Bachelor's Degree is preferred but not required
- Comfortable with technology including Microsoft productivity tools, email and social media for business
- You must be legally authorized to work in the United States without an employer-sponsored petition for a visa