

# GARY FARRELL

VINEYARDS & WINERY

We invite you to lead our team of sales professionals and wine educators to achieve business goals through delivering best-in-class hospitality and customer service at our beautiful Russian River Valley Winery. We are looking for a dynamic, personable, luxury hospitality leader to motivate and inspire our small team luxury wine hospitality specialists to consistently deliver superlative experiences that make Gary Farrell a 'must join' destination winery. Previous hospitality or luxury hotel experience is preferred, previous leadership experience is required.

Gary Farrell is an iconic and historic brand with roots stretching back to the very beginnings of cool-climate Pinot Noir and Chardonnay winegrowing in the Russian River Valley. Today, we carry on that tradition of innovation and excellence by offering wine lovers a vibrant collection of Pinot Noir and Chardonnay that includes masterfully made single vineyard wines from iconic vineyards alongside beautifully composed regional blends with a true sense of place, ready to be shared with good friends and lively conversation.

## JOB DESCRIPTION

Job Title: Hospitality Manager  
Department: DTC  
Reports To: DTC Manager  
Classification: Salary, exempt  
Type of work: Full-time  
Date: October 2021

Scope: Under general direction, motivates and inspires hospitality and sales operations to provide best-in-class wine tasting experiences that achieve or exceed established goals.

### Job Responsibilities:

#### **Leadership (65%)**

- Direct management of a high-performing hospitality team
- Motivate and inspire the team to achieve their financial goals
- Coach and mentor staff to perform to their potential
- Foster a positive and fun, yet focused, sales environment
- Initiate teamwork and collaboration within the team and with other departments
- Develop and maintain service standards with demonstrated leadership such that staff is able to provide winery guests with a consistent and superlative experiences
- Establish presentation standards for both front-of-house and back-of-house visual operations and uphold for consistency
- Plan and execute winery events, on and offsite, to enhance membership engagement and attract prospective members
- Coordinate and host private events onsite for VIP clients and industry trade guests
- Oversight of our partnership with Region, an offsite tasting room in Sebastopol
- Lead daily, weekly and monthly staff meetings to communicate important department updates, sales & sign-up performance results, upcoming events, etc.

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- Oversee activities to manage all guest experiences from the time of booking, to arrival, and post-visit
- Ensure that the team members are maintaining their roles and responsibilities effectively; including guest coordination and flow, guest interactions, staffing level management, vendor management, winery calendar updates, etc.
- Oversee ongoing educational enrichments for the entire GFW team, led by GFW Estate Sommelier/Wine Educator in collaboration with Winemaking team and outside vendors where needed. Curriculum to include in-depth comparative tastings, blind tastings, production seminars, field trips to GFW vineyard sources, and sales and service training
- Manage facilities and vendor relationships; including janitorial, landscape, supplies, etc.

### **Business Operations (35%)**

- Manage daily/weekly/monthly reporting and monitoring of The Salon performance
- Work with DTC Manager to develop strategies to respond to sales associate performance, consumer behavior, purchase trends and business opportunities
- Responsible to create annual department budget and make informed decisions to support the revenue and expense expectations
- Collaborate with DTC Manager to create new, elevated guest experiences, signature events and long-term growth projects
- Create and maintain department operation procedure documentation to ensure consistent activity across the team
- Manage all projects relative to The Salon, facilities, and guest experiences
- Cultivate and nurture partner business relationships with local luxury lodging and winery personnel to make Gary Farrell Winery top of mind for regular referral business and partner promotional opportunities

### **Physical Requirements:**

- Ability to lift and carry up to 50 pounds on an intermittent basis
- Ability to work in a standing and/or walking position for long periods of time
- Ability to effectively stock wine and non-wine merchandise, set-up and break down structures, tables, etc., and be able to utilize dolly cart and other equipment to assist in moving heavy objects

### **Qualifications:**

- Bachelor's degree in Business, Communications or other related field preferred
- 5-10 years of experience in building and coaching teams to success with an emphasis on both achieving goals and fostering high morale
- Prior management experience in hospitality, event and sales in a luxury goods industry
- Collaborative team player, and natural leader with an ability to work effectively and efficiently without direct supervision
- Exceptional project management skills; including time management. Ability to multi-task and prioritize, with a strong attention to detail
- Strong organizational and analytical skills with proficiency in understanding and executing instructions
- Professional personal presentation and communication
- Flexible, conscientious, and ability to deal with ambiguity and problem-solve
- Strong hospitality skills and customer experience focus is a must; preferred approach is one of "white glove" service balanced with down-to-earth, gracious hospitality

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- Confidence and polish to manage difficult conversations with guest, direct reports and management
- Able to act independently to solve problems as they occur and implement corrective actions
- Strong multi-tasking of responsibilities in the tasting room vs. office administration
- Proficient in Word, Excel, Outlook, etc.
- Open availability; including weekends, holidays and evenings

### **Key Internal Relationships:**

#### DTC Manager:

The Hospitality Manager will report directly to the DTC Manager. Together they will develop sales and sign-up strategies that will drive the team to meet or exceed established financial goals; exciting new tasting experiences that highlight Gary Farrell wines in a luxury setting; expanded events for guests and members near and far to showcase the brand experience.

#### Tasting Salon Assistant Manager:

The Hospitality Manager directly manages the Tasting Salon Assistant Manager to lead the staff and achieve or exceed financial goals. Together, they supervise on-the-floor performance of the team and maintain reservations and appointment requests. The Hospitality Manager will be responsible to coach and mentor the Tasting Salon Assistant Manager, along with the Estate Sommelier & Wine Educator and Estate Ambassadors.

#### Estate Sommelier & Wine Educator:

The Hospitality Manager directly manages the Estate Sommelier & Wine Educator, who acts as the role model for the staff in wine service, sales and club sign-ups. The Estate Sommelier & Wine Educator often represents the winery in industry off-site events.

#### Estate Ambassadors:

The Hospitality Manager directly manages Estate Ambassadors to provide guests with an exceptional, Michelin-star visitor experience as well as to efficiently and effectively manage the daily operations of The Salon. Directs the team on how to achieve fiscal and non-fiscal goals and to create a harmonious environment for fellow employees and visitors.

#### Estate Concierge:

The Hospitality Manager directly manages the Estate Concierge in the coordination of guest reservations, scheduling groups for experiences, and ensuring a white-glove approach to guests onsite.

#### Wine Club Manager:

The Hospitality Manager will work in partnership with the Wine Club Manager on club sign-up strategies, customer management, order processing and fulfillment, and inventory management as it relates to winery visitation and customer service.