

ST·FRANCIS

WINERY & VINEYARDS

JOB DESCRIPTION

JOB TITLE:	DTC Sales & Customer Relationship Associate
DEPARTMENT:	Hospitality
REPORTS TO:	Wine Club & Customer Relationship Manager
CLASSIFICATION:	Hourly Non-Exempt
REVISION DATE:	August 2010

St. Francis Winery & Vineyards believes that each employee has the potential to make a significant contribution to the Winery's success. This job description is designed to outline the essential functions of the position, but is not intended to be all inclusive. St. Francis Winery expects that employees will perform additional responsibilities as necessary to ensure the success of the Winery, maximizing their contributions while enhancing personal growth and development.

POSITION SUMMARY

Responsible for promoting wine sales through direct to consumer DTC, including inbound and outbound telephone calls, e-mails from customers, order review and processing from all virtual channels, as well as problem research, resolution and follow-up. Responsible for developing loyal customer relationships through targeted sales and marketing campaigns. The primary emphasis of this position is to promote wine sales and assist in the development and implementation of sales strategies and campaigns to ensure achievement of sales objectives. This is a regular, full-time hourly position, requiring the ability to work weekends and holidays, as well as flexibility in scheduling to ensure business-staffing needs are met.

ESSENTIAL FUNCTIONS

Sales/Customer Relationship Marketing

- Promote offers to loyal customers through outbound calls and personalized emails to meet monthly/annual sales goals.
- Develop relationships with customers enabling seamless customer service regarding their purchases.
- Assist in developing and implementing targeted marketing strategies to promote selected products and strengthen customer relationships.
- Help develop and promote customer loyalty programs.
- Document all outbound and inbound calling activity.
- Process orders and maintain appropriate databases and reports.
 - Includes new customer entry, changes of account information, customer purchase entry and wine club cancellations, handling special customer requests, follow up on error transactions.
 - Query reports to track sales.
- Develop holiday offers and implement sales strategies for those offers.
- Conduct pre-holiday corporate outreach campaign to build sales through corporate gifting.
- Assist with marketing efforts to wine club, loyal customers and mailing list customers.
- Support Tasting Room, Direct to Consumer and Wine Club when needed through all customer service channels.
- Stay current with out-of-state direct shipping requirements.
- Understand and follow daily wine movement processes.

- Acquire and maintain thorough knowledge of St. Francis Winery and its wines.
- Assist with special projects/promotions and other responsibilities as assigned.

KEY RELATIONSHIPS

- Wine Club & Customer Relationship Manager, Marketing & Social Media Manager, Director of Consumer Sales and Marketing, DTC Sales Coordinator, Wine Club & Customer Relationship Associate: Work to develop and implement marketing strategies for outbound calls and email promotions to ensure achievement of sales objectives.
- Wine Club & Customer Relationship Manager, DTC Sales Coordinator, Director of Consumer Sales and Marketing: Help develop and implement customer loyalty programs and holiday promotions.
- Wine Club & Customer Relationship Manager, Wine Club & Customer Relationship Associate, and DTC Sales Coordinator: Assist with customer service to wine club, loyal customers and mailing list customers.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform the essential functions. The requirements listed below are representative of the education, knowledge, skills and abilities required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience/Skills

- At least 2 years experience in the wine industry that includes sales and customer service.
- Excellent verbal, written and interpersonal communication skills
- Passionate about sales and customer relationship marketing
- Highly accurate, organized and detail oriented, with strong multi-tasking and time management skills
- Self-motivated and willing to assume additional responsibilities
- Ability to anticipate customer needs and respond appropriately
- Ability to work in a team environment and perform duties and responsibilities in a manner consistent with the Company's policies
- Strong proficiency with Microsoft Word, Excel, Access and Outlook; prior experience with database management systems and POS; Web-savvy
- Ability to work weekends and holidays as well as flexibility in scheduling to ensure business-staffing needs are met

PERFORMANCE REVIEW:

Performance will be measured against accomplishment of job responsibilities and annual goals and strategic objectives using St. Francis Winery & Vineyards performance review system.

WORK ENVIRONMENT:

Most job duties will be performed in the VC office and Tasting Room area. There is no heavy equipment and moving parts present in this location. Minimal responsibilities will take place in the Winery. Some areas of the Winery are cold, wet, slippery and noisy and may involve exposure to heavy equipment and moving parts.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, stand, walk, climb stairs, talk, hear, taste and smell. Must possess vision, hearing and sufficient digital manipulation skills to utilize a computer keyboard, telephone and other office equipment. The employee is occasionally required to climb

and balance, stoop, kneel, crouch or crawl. The employee must be able to frequently lift and carry up to 45 lbs.

JOB DESCRIPTION ACKNOWLEDGEMENT

I have received a complete copy of the job description and understand the requirements of the position. This job description has been reviewed with me by my Supervisor.

Employee Name (Please Print):

Employee Signature:

Date Received:

Supervisor Name (Please Print):

Supervisor Signature:

Date Reviewed: