

Anthony Road Wine Company, a family vineyard/winery in the Finger Lakes, is looking for an individual to promote our brand and engage with customers and guests through;

- wine club development, implementation and management
- event planning and execution
- creating and executing positive and genuine guest experiences

RESPONSIBILITIES for this full-time position include, but are not limited to:

**Wine Club Development, Implementation and Management**

planning and management - working with tasting room manager, business manager and winemaker, create a wine club program that fits with the ARWC brand, promotes the ARWC story and wines, and helps to create a group of brand loyalists,

assist in staff training about club programs - be responsive to staff needs/questions as it pertains to aspects of the Wine Club programming, communications with club members, as wine club ambassador - attend wine club events.

**Event Planning and Execution**

work with winery team to create, plan and execute events throughout the year to increase ARWC brand awareness and make meaningful connections with guests, promote ARWC wines and the brand story to generate sales through events.

**Assist in Creating and Executing Guest Experiences** so that Anthony Road wines find their way to the guests' next gathering, celebration, gift giving plans, dinner table, library, etc includes tasting room, off-site tastings,

take an active role with the staff and the team in the tasting room to build employee unity - be a positive example for customer/guest experience and evaluate employee customer service,

assist in training staff and new hires, keeping them up to date on various programs and events ARWC is offering.

**Perform other duties as required, including assisting other departments as needed.**

In the positions above a primary objective is to convert first time buyers/visitors to repeat customers and brand loyalists in a fashion that is consistent with the ARWC story/style. Candidate must be able to work in a flexible work environment and be able to move from one task or job to another if one needs attention. The candidate must be able to work to meet the guests expectations or tailor their guest experience so overall experience is positive on all sides.

Some basic requirements

- be able to stand for long periods of time
- Point of Sale (POS) experience, Customer Relationship Management (CRM) experience, and Wine Club experience
- energetic, friendly, engaging, creative
- team player
- take initiative
- be able to lift 40 pounds
- good communication skills
- an interest in wine, wine culture, the Finger Lakes, and beyond
- willingness to learn and also share knowledge/experiences.

Please send resume and cover letter stating why you would be a good fit for Anthony Road Wine Company to Liz Castner ([liz@anthonyroadwine.com](mailto:liz@anthonyroadwine.com)), or mail them to Anthony Road Wine Company, 1020 Anthony Road, Penn Yan, NY 14527