

# PHANTOM CREEK

## ESTATES

**TITLE:** Wine Club Manager    **DEPARTMENT:** Sales and Marketing    **LOCATION:** Oliver, BC  
**TRAVEL:** Yes    **POSITION TYPE:** Full-time    **START DATE:** Immediate  
**REPORTS TO:** Sales and Marketing Director

**YOUR OBJECTIVE:** To build Canada's most exclusive, engaging, and successful Wine Club and Private Clubs.

### OVERVIEW

- Define a membership based Private Club offering and attain membership growth and sales plans for the same with direction from the Sales and Marketing Director.
- Develop strategies and programs to share PCE wines with target consumers nationwide.
- Build relationships that create an engaged community of supporters creating increased demand for access to limited production wines through membership.
- Design programs that offer loyalty benefits, leading to member retention and reduced attrition.
- Increase club memberships to meet club membership and sales goals at all tiers.

### JOB RESPONSIBILITIES

#### Strategy and Branding:

- Work closely with the Sales and Marketing Director to define the Private Club offering.
- Work on a branding plan for this club that includes partnerships with other like-minded brands outside the wine world to offer robust and luxurious advantages to this membership tier.
- Develop collateral both digital and hard copy as required and in conjunction with the Marketing team.
- Work on building a sales budget incorporating the unique wine offerings for this group.
- Assist in developing the Private Club launch plan and executing the unique offerings in this tier.
- In conjunction with the Marketing team, refine the Grand Cru Club branding and messaging plan that positions this club in relation to the Private and Estate Clubs.
- Review Estate club branding, messaging and all required digital and hard copy POS to set up this tier for exponential growth.
- Monitor competitive landscape and market trends locally and internationally ensuring PCE Clubs are positioned at the forefront.

#### Budgets and Sales:

- Build Wine Club membership budgets.

- Build sales, events, and other yearly offerings.
- Work with Sales and Marketing Director to develop unique wine offerings that are exclusive to members groups.
- Build wine sales budgets based on membership growth, yearly shipments and planned sales and event offerings.

### **Customer Service and Communication**

- Design and execute differentiated premium membership experiences.
- Assume the role of lead Brand Ambassador for all Wine Club activities and events.
- Be the primary contact for all Wine Club inquiries – emails, phone calls, on-site guests, and online acquisitions.
- Work alongside Tasting Room Manager to coach teams to deliver Wine Club experience and maintain loyalty and engagement with club members.
- Communicate goals and develop acquisition tactics and train teams along with the Tasting Room Manager to achieve membership growth goals.
- Create a staff incentive plan and share and motivate teams throughout the year.
- Work in conjunction with the Marketing team to develop a communications plan, including creative writing for all assets and communication pieces.
- Be an informed resource for consumers regarding winemaking, winegrowing, wine vintages and availability of products, brands, awards and accolades.

### **Operations and Events**

- Execute subscription shipments for each tier based on annual plans.
- Oversee all Wine Club batch processing, custom orders, and liaison with fulfillment company (couriers) and database systems.
- Plan and execute on and off-site events.
- Maintain member database and use CRM systems to actively curate member experiences and offerings.
- Create and implement a programming and communications calendar to promote wine club and its memberships.
- Maintain accurate inventory.
- Report sales and growth monthly and as required.
- Build and maintain a procedure and training manual.

### **Other**

- Assist the Sales and Marketing team to execute and achieve all related team goals.
- Any other duties that may be required from time to time.

### **JOB QUALIFICATIONS**

- Bachelor's degree in Business or Commerce, ideally focused on marketing and branding.
- Minimum 5 years progressive experience in sales, marketing, or retail at a luxury brand. A premium wine brand is an asset.
- Minimum 3 years of supervisory experience. Experience in DTC sales or Wine Club management is an asset.
- Completion of WSET level 2 or equivalent with a passion for wine, the industry, and our opportunity.

- Additional languages such as Mandarin or French are an asset.
- Proven track record of building and executing membership/loyalty-based sales plans.
- Demonstrated ability to leverage data and information to inform decision making.
- Impeccable verbal and written communication skills. With deep empathy in a customer/consumer service role.
- Excellent organizational skills including the ability to set goals and manage projects, prioritize, and see initiatives through.
- Ability to manage multiple and often conflicting priorities in a fast-paced environment, while ensuring delivery of high-quality work and service.
- High levels of integrity, a healthy sense of humour, an ambitious mind and no fear of failure.