

Guest Services Manager

Elk Cove Vineyards, Gaston, OR

We are seeking an experienced hospitality and sales professional to effectively manage all Guest Services. The Guest Services Manager plays a critical role in ensuring that all aspects of the Elk Cove hospitality program are executed. This role directly manages all Tasting Room operations, Tasting Room staff and Corporate Sales, working in concert with our team to help Elk Cove achieve continued growth.

About the Role:

ELK COVE TASTING ROOM MANAGEMENT: Oversee a team of professionals to ensure that the Tasting Room operates efficiently, meeting, and exceeding sales goals while providing an excellent customer experience.

GUEST EXPERIENCE: Ongoing evaluation and implementation of procedures to cultivate a hospitality environment that is memorable, efficient, and enjoyable for guests and team members. Evaluating and managing all touch points to ensure they match our brand and communicate our story while setting the stage for increasing AOV, club conversions and generating repeat customers.

FUELING GUEST REFERRALS: Develop mutually beneficial programming with key local business partners to drive business. Work with marketing to drive digital awareness, traffic, and reservations for tasting experiences. Work with relevant industry and tourism bodies and associations to build additional referral relationships.

CORPORATE SALES: Primary point of contact for corporate sales opportunities. Directing efforts with team to engage in outreach, sourcing more leads and conversions.

Key Responsibilities:

- Developing a staffing schedule and communicate regularly with part-time and full-time associates to maintain ongoing clearly defined responsibilities and transparency.
- Work with the Direct Sales Manager to build the annual business plan including events calendar, promotions, goals, and activities.
- Work with marketing to communicate goals and promotions.
- Track, reconcile and report performance to Direct Sales Manager on a monthly and quarterly basis (or as requested).
- Track and report Tasting Room staff bonuses, payroll, and tips.
- Execute daily Tasting Room operations.
- Manage Tasting Room wine and merchandise inventory and interdepartmental transfers.
- Maintain current products in POS (Wine Direct).
- Cultivate and strengthen relationships with tour operators, local lodging, restaurants, and wineries to increase referrals.
- Hire, motivate and lead sales and educational trainings for front of the house staff to promote high level of service and reaching individual and team goals.
- Promote and implement a plan that encourages corporate sales growth.
- Participate in meetings as part of the Direct Sales Management team.
- Work with the Direct Sales Manager for planning and day of execution of events.
- Advise Direct Sales Manager on the following: staff performance, reservation/capacity opportunities and guest feedback to assist in organizational direction setting.

Requirements:

- 5+ years related hospitality/sales management experience (wine, retail, restaurant, etc.) or a commensurate amount of experience.
- Enthusiasm for wine.
- Strong organizational, problem solving and creative thinking skills.
- Creative thinking skills and able to think outside the box.
- Able to multi-task and prioritize within multiple departments while remaining calm and professional.
- Experience with Wine Direct and Tock.
- Solid computer skills (Microsoft Office suite).
- Experience with InDesign and Adobe Suite a plus.
- Able to lift and carry 50 lbs.
- Able to sit, walk, rotate, and stand, for long periods of time.
- Must have or be able to obtain an OLCC server's permit and Food Handler's card.
- We strongly encourage getting a Covid-19 vaccination if possible.

Reports To: Direct Sales Manager.

Direct Reports: Tasting Room Supervisor, Hourly Tasting Room Staff.

Compensation: Salary DOE.

Schedule: Thursday – Monday / 9 – 6, weekend availability and some evenings essential.

Type of Work: Full Time

Job Level: Mid-Level

Salary Information: DOE

Employee Perks and Benefits:

Health Care Plan

Simple IRA Plan with a percentage of matched investment

Annual wine allocation

Employee Education opportunities

Employee Pricing on Elk Cove and Pike Road wines

About Elk Cove:

Founded in 1974, Elk Cove Vineyards is surrounded by wilderness and named for our local herd of Roosevelt Elk. We aim to be a sustainable business by honoring the importance of people, planet, and profit. We are now in the second generation of family ownership with Adam Campbell at the helm and we have grown into one of the largest wineries in Oregon. We also have a sister winery Pike Road that focuses on affordable wines and collaboration with small farms. Our business culture encourages independent work with a big focus on creative solutions to problems. Elk Cove team members have found opportunities to grow within our company in the vineyard, production, sales, and winery operations, with an average tenure of 9 years.

Send Resume and Cover Letter to: Taylor Theis, taylor@elkcove.com