

Opolo

Job Title: Spirits Club Manager and Tasting Associate

Summary: Located adjacent to Opolo's wine tasting room, Willow Creek Distillery was founded under Opolo Vineyards in 2013 to make one of a kind handcrafted spirits. This is a new and exciting opportunity to interact with customers, learn more about the spirit making process, and design, facilitate, and implement the spirits club.

We are looking for passionate individuals who can work well with others, while possessing the ability to complete tasks independently. Excellent people and communication skills are a must, as it is expected you openly engage with customers while portraying a warm and welcoming attitude. The main objective of this position is to design and facilitate the Willow Creek Distillery spirits club, while being involved with day-to-day customer interaction in the form of distillery tastings and POS sales. A desire to learn and a hard work ethic will allow for more exposure to the distillation process, and greater responsibility as you grow in the role. Feel free to visit willowcreekdistillery.com for more information.

To be successful in the role, the best-fit candidate must have the following skills and leadership attributes:

Responsibilities include:

- Spirits Club Growth and Promotion
- Spirits Club Bi-annual Runs
- Developing club content for signups, newsletters, e-blasts, and other promotional materials
- Look for opportunities to expand and implement improvements effectively and timely
- Provide Sales Report
- Maintain Spirits Club Database
- Maintain Non-Member Databases
- Maintain Willow Creek Distillery social media platform
- Correspondence with Members
- Spirits Club training for Wine Club staff & Tasting Room staff
- Ability to perform opening and closing duties
- Maintain clean bar and retail space
- Engage customers
- Cashiering/Spirits sales
- Possess distillation knowledge
- Manage merchandise and apparel sales
- Washing and polishing distillery glasses
- Other duties may be assigned

Working Conditions:

- Long and irregular hours during peak seasons and/or special events.
- Ability to lift at least 50 pounds repeatedly (case of wine).

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Requirements:

- Experience: two or more years of winery hospitality or sales management experience. Previous Spirits/Wine club experience is a plus.
- Strong computer skills are required (Microsoft Office Suite, Excel, POS system, Adobe Creative Suite, website CMS, Google Analytics, additional supporting software as needed).
- Excellent organizational skills and the ability to follow through on projects with minimal supervision.
- Exceptional customer service skills and positive attitude.
- Ability to increase efficiency and accuracy.
- Strong written, verbal, and interpersonal skills including excellent telephone communication.
- Ability to build relationships that foster brand loyalty.
- Ability to multi-task and be a team player, communicating with management if any issues arise.
- Protect organization's value by keeping information confidential.
- Must be 21 years of age.