



Job Title: Wine Shop – Wine Shop Associate

Job Overview: We are seeking a passionate and customer-focused individual to join our winery team as a Wine Shop Associate. This position is integral to providing an exceptional and memorable experience for visitors to our winery. The ideal candidate will have a genuine interest in wine, excellent customer service skills, and the ability to create an inviting and educational atmosphere for our guests.

Responsibilities:

Guest Interaction:

- Welcome and greet guests warmly as they enter the tasting room.
- Guide guests through wine tastings, providing detailed information about each wine and the winemaking process.
- Create a friendly and engaging atmosphere to ensure a positive customer experience.

Wine Sales:

- Effectively promote and sell wines to guests, offering recommendations based on their preferences.
- Accurately process wine sales transactions, handle cash and credit card payments, and maintain a balanced cash drawer.

Education and Storytelling:

- Share knowledge about the winery's history, winemaking techniques, unique qualities of each wine, as well as the Guest House, Sonora Room Restaurant, events and sister winery: Wild Goose Winery.
- Share knowledge about the company's conservation and sustainability commitments.
- Share knowledge about the South Okanagan Wineries and BC Wine Industry as appropriate.

Customer Service:

- Address customer inquiries, help, and resolve any concerns to ensure guest satisfaction.
- Build relationships with repeat customers through data capture via Acuity or other customer database system.

Tasting Room Setup and Maintenance:

- Ensure the tasting room is clean, organized, and properly stocked with wine and merchandise.
- Assist in setting up and breaking down tasting areas for events and daily operations.



Data Management:

- Promote and enroll customers in the winery's database, explaining "first to know" benefit of joining the email list
- Promote the company's social media accounts and encourage customers to follow/like/engage.
- Be knowledgeable about the company's online order system and shipping policies.

Compliance:

- Ensure adherence to all legal regulations regarding alcohol service and sales.
- Verify the age of customers and refuse service to underage or intoxicated individuals.

Qualifications:

- Previous experience in a customer service or hospitality role, preferably in a winery or related industry.
- Passion for and knowledge of wine, including different varietals, regions, and winemaking processes.
- Strong communication and interpersonal skills.
- Strong collaboration and team work attitude.
- Sales-oriented mindset with the ability to meet or exceed sales goals.
- Ability to work weekends, holidays, and special events as required.
- Basic computer skills for processing sales transactions and maintaining customer records.

This Wine Shop Associate position offers a unique opportunity to be part of a dynamic winery team and contribute to creating memorable experiences for our guests. If you have a love for wine and a desire to share that passion with others, we invite you to apply and join our growing winery family.

[About Burrowing Owl Vineyards Ltd.](#)

We strive to provide a warm and welcoming employment experience for all staff. We believe in work-life balance and ensuring staff have the training, support, and opportunities for growth to reach their full potential. Burrowing Owl Vineyards is owned and operated by the Wyse family, and we operate based on the following:

Our Mission Statement

To create premium quality wine and hospitality experiences that enhance social connections for our customers and co-workers alike while caring for the environment, its inhabitants, and our surrounding ecosystems.



Our Core Values

- We care deeply about creating the finest quality products and services we can.
- We monitor the environmental impact of our actions and strive to reduce our footprint daily.
- We enjoy contributing to our guests' and co-worker's life experiences and aim to enhance their social connections.
- We have fun and look forward to going to work each day.
- We believe in and actualize the family values of kindness, honesty, mutual respect, responsibility, accountability, compassion, and flexibility.
- We are passionate about building and sustaining an inclusive and equitable environment for all customers and employees.
- We are resourceful, curious, and hardworking team players.

Employment benefits for staff in all departments

- Competitive wages with gratuities in some departments
- Staff discounts in the Wine Shop, Sonora Room and Guest House
- Annual and seasonal employee social functions
- End-of-season wine bonus
- Excellent work environment
- Employee housing is available for some roles

Burrowing Owl Vineyards Ltd. is an equal opportunity employer and ensures Diversity, Equity, and Inclusion in our hiring practices.

To apply for this position, please email your resume to: [**employment@burrowingowlwine.ca**](mailto:employment@burrowingowlwine.ca)

Ph: 1-877-498-0620 (long distance) or 250-498-0620 (local)

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