

Burrowing Owl Estate Winery Job Description - Wine Shop Manager

Company Overview:

Burrowing Owl Vineyards Ltd. is a reputable medium-sized producer of high-quality wines renowned for its commitment to excellence. As a dynamic organization, we value versatility in our team members, who may be called upon to undertake various responsibilities. We are dedicated to promoting our brand's positive and premium image, ensuring an exceptional experience for all our guests.

Summary:

As the Wine Shop Manager, you will be responsible for ensuring the profitability of the Wine Shop while upholding our brand's premium reputation and fostering a positive work environment for our team. This role requires strong leadership skills, a keen eye for business operations, and a passion for delivering exceptional customer experiences. This is a full-time, year-round position.

Position Reports to:

Vice President, Hospitality and Marketing

Salary & Benefits:

- \$55,000 - \$60,000 per year
- A portion of team gratuities (est. \$6,000 - \$8,000/yr)
- Extended Health and Medical Benefit plan
- Company RRSP contribution after 1 year

Responsibilities:

Strategic Planning and Financial Management

As the Wine Shop Manager, you'll be responsible for developing and executing strategies to drive profitability within the Wine Shop. This involves conducting regular financial analysis to identify areas for improvement and making data-driven decisions to optimize operations. You'll work closely with senior management to set financial goals and ensure that the Wine Shop is contributing effectively to the overall success of the business.

Leadership and Team Management

Leading a team of Wine Shop personnel is a key aspect of this role. You'll oversee all aspects of team management, including recruitment, training, scheduling, and day-to-day supervision. Your leadership will be instrumental in fostering a positive and

productive work environment where team members feel motivated, supported, and empowered to deliver exceptional customer service.

Inventory Management

Managing inventory effectively is crucial to the success of the Wine Shop. You'll be responsible for monitoring inventory levels, conducting timely and accurate ordering of wine and merchandise, and ensuring that products are delivered in a timely manner. By maintaining optimal inventory levels, you'll ensure that customers have access to a diverse selection of products while minimizing waste and maximizing profitability.

Operational Excellence

Continuous process improvement is a key focus area for the Wine Shop Manager. You'll be tasked with identifying opportunities to enhance operational efficiency and implementing changes to streamline workflows and improve overall performance. This may involve delegating tasks to team members, implementing new systems or procedures, and staying abreast of industry best practices.

Customer Experience and Brand Promotion

Delivering exceptional customer experiences is at the heart of everything we do at Burrowing Owl Vineyards Ltd. As the Wine Shop Manager, you'll play a pivotal role in ensuring that every customer who visits the Wine Shop has a memorable and enjoyable experience. This includes greeting customers, providing wine tastings, assisting with purchasing decisions, and ensuring that the shop is clean, organized, and visually appealing at all times. You'll also be responsible for promoting the Burrowing Owl brand and sharing our story with customers, helping to strengthen our brand identity and enhance customer loyalty.

Training and Development

The training and development of our team members is essential to maintaining a high level of service and expertise within the Wine Shop. You'll be responsible for designing and delivering comprehensive training programs to ensure that team members are knowledgeable about our products, sales techniques, and customer service standards. By providing ongoing training and support, you'll help team members grow and develop their skills, ultimately enhancing the overall performance of the Wine Shop.

Cross-Functional Collaboration

As a key member of the Burrowing Owl team, you'll collaborate closely with colleagues from other departments to achieve common goals and objectives. This

may involve participating in cross-departmental meetings, sharing insights and best practices, and contributing to company-wide initiatives as required. Your ability to work effectively across teams will be instrumental in driving the success of the business as a whole.

Qualifications:

- Bachelor's degree preferred, ideally in communications, sales, or marketing.
- Strong leadership skills with clear and effective communication abilities.
- Previous experience in the wine industry or related field.
- Proficiency in computer applications including Microsoft Office Suite and Outlook.
- Exceptional organizational, problem-solving, and analytical skills.
- Ability to adapt to changing priorities and work independently or collaboratively as needed.
- Detail-oriented with the ability to manage multiple projects and meet deadlines.
- Demonstrated ability to engage and communicate effectively with individuals at all levels.
- Creative, innovative, and a team player with a passion for delivering excellence.
- Experience in delivering engaging presentations to diverse audiences.

Physical/Mental Requirements:

- Ability to perform tasks such as walking, kneeling, bending, and standing for lengthy periods of time.
- Must be able to taste and smell wine.
- Capable of lifting up to 35-50 pounds.

To apply for this role, send a cover letter and resume to Kerri McNolty at employment@burrowingowlwine.ca by March 15, 2024.