

FRIND

ESTATE WINERY



About Frind Estate Winery:

Established in 2017 with the purchase of the historic Bennett property in West Kelowna, Frind Estate Winery blends agriculture with technological opportunity. Markus Frind's family has a farming history spanning 500 years, both in Germany and northern BC. After the successful sale of plentyoffish.com, Markus is focusing his efforts on pairing technology with agriculture to produce terroir-driven British Columbia wines of exceptional quality.

We are growing and are looking for an experienced **WINE CLUB MANAGER** based in West Kelowna, to join the Frind Team.

Responsibilities:

PLANNING

- Developing new club programs, promotional programs and marketing plans.
- Preparing annual plans, budgets, and wine allocations for club shipments and club activities programs.
- Build and maintain a Wine Club procedure manual.
- Design programs that offer loyalty benefits, leading to member retention.

MARKETING

- Increasing club membership and customer retention based on annual planning.
- Collecting and analyzing member data, feedback, benchmark data, and problem solving.
- Working with the Sales Team and Estate Manager on newsletters, e-blasts, club event flyers, and other promotional materials.
- Developing and maintaining lively communication with the club members and other online customers using social media, e-blasts/email etc.
- Building and maintaining of a first-class Wine Club.
- Planning and conducting off-site consumer events.

SALES AND CUSTOMER SERVICE

- Training and supporting the Sales Teams of memberships and overall direct sales.
- Be the primary contact for all Wine Club inquiries.

- Interact with tasting room staff and consumers to ensure effective communications of brand programs and benefits.
- Developing and tracking results of incentive programs to increase memberships.
- Planning and executing club and direct to consumer events.

SHIPPING AND ADMINISTRATION

- Coordination and execution of orders of semi annual wine club pick ups and shipments for 2000+ members.
 - Batch processing of transactions in WineDirect, ensuring all customer, order and inventory data is accurate.
 - Coordinating logistics of onsite wine club pickups
 - Coordinating with warehouse/shipping for wine club shipments
 - Ensuring all club orders are accounted for including; following up on declined credit cards, sending pickup reminders, dealing with refused or returned shipments.
- Maintaining an accurate database of customer records.
- Analyzing all costs related to shipping and handling.
- Verifying invoicing and accounting for all club activities.

Qualifications:

- Bachelors degree and minimum 4 years experience in wine sales.
- Proficient in Microsoft Excel, ability to understand and analyze reports.
- Detail orientated with excellent organizational skills and ability to manage and complete projects.
- Strong experience with DTC marketing channels specifically social media, email and phone.
- In-depth knowledge of consumer trends, and the ability to analyze purchase data.
- Understanding of systems and inventory records.
- Excellent marketing skills with a proven track record in sales and customer satisfaction.
- Proficient in Google and Microsoft Office applications.
- Advanced wine knowledge from work experience and/or related courses (WSET)
- Wine Direct and POS System experience considered an asset.

Hours of Work:

Flexible in hours, available both weekdays, weekends and holidays.

Please submit your resume to careers@frindwinery.com.

... Work at the #1 Winery in the Okanagan Valley. We are so excited for you to join the Frind Winery Team in beautiful West Kelowna!

Job Posting #: 2022-23