

## **Guest Experience Manager**

In 1995 Abacela planted the first commercial Tempranillo vineyard in the Pacific Northwest. Early success with Tempranillo and several other grape varieties, such as Malbec, Syrah, Grenache, and Albariño, had a profound impact on the Oregon wine scene and beyond. Today, we continue to build upon a legacy of innovation in both grape-growing and winemaking in Southern Oregon. We host thousands of visitors each year from around the world at our Vine & Wine Center who come to taste our wines and hear our story.

We are looking for a Guest Experience Manager who will play a critical role in all aspects of our visitor experience at the Vine & Wine Center. This position requires a background in hospitality, strong leadership and communication skills, the ability to thrive in a fast-paced environment, and a high degree of professionalism. This is a great opportunity to join and contribute to one of America's most innovative wineries.

### **Essential Duties & Responsibilities**

- Set the tone for our Vine & Wine Center visitor experience with on-floor presence, guidance, and leadership
- Cultivate a Vine & Wine Center experience that is memorable, educational, and enjoyable for our guests
- Schedule, supervise, hire, and train/educate a small, professional staff of hospitality employees in our Vine & Wine Center and execute all aspects of daily Vine & Wine Center operations
- POS/CRM management, maintenance, and training
- Reservation software (Open Table) management and training
- Accurately track and report DTC metrics to management team
- Collaborate with management team to drive DTC sales and Wine Club conversions
- Collaborate with management team to develop and execute unique elevated tasting experiences and events
- Monitor guest inquiries via phone and email
- Assist with onsite and offsite events, as well as wine club activities such as wine club events and processing
- Develop and drive referral programs with local businesses and associations to drive V & W Center traffic

### **Requirements & Experience**

- Possession of bachelor's degree is preferred. WSET/CRM certifications are a bonus
- Minimum of 3 years hospitality, restaurant, or tasting room experience with supervisory duties
- POS/CRM and reservation software experience a plus (especially Wine Direct & Open Table)
- Must be at least 21 years of age
- Must have interest and curiosity about wine and wine production
- Must be able to lift 50 lbs routinely and stand for long periods of time
- Must be able to work some weekends and nights
- Must have or be able to obtain a valid OLCC Server Permit and Food Handler's Card

**Salary: DOE**

Please send Cover Letter and Resume to [gavin@abacela.com](mailto:gavin@abacela.com)