

# Avondale Sky Winery – Events & Marketing Manager

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Avondale Sky Winery has been open to the public since September 2011. We are recruiting a staff of wine and food lovers to join the team. Located in Newport Landing, West Hants County, we are the closest winery to Halifax. A family-owned and operated boutique winery, we specialize in crafting quality wines with personality.

The Events & Marketing Manager will be responsible for supervising and directing all aspects of event management and event sales, as well as all marketing activities for Avondale Sky Winery. Additionally, the Events & Marketing Manager will work collaboratively with the Hospitality Manager to deliver Wine Club, off-site events, and scheduling of staff. The Events & Marketing Manager will be expected to develop standards and policies related to all events, both on and off site, and training of staff for all experiential program delivery.

## **PRIMARY DUTIES AND RESPONSIBILITIES:**

- Primary contact and facilitator for all event bookings at Avondale Sky Winery
- Reports directly to the President, Avondale Sky Winery
- Manage experiential packages, event space rentals, private/wedding bookings, and other functions (separate from winery restaurant)
- Work collaboratively with Hospitality Manager and Executive Chef on menu planning, scheduling and co-ordinating staff and use of event spaces
- Development and management of a reservation system
- Development and maintenance of event management system
- Creation of programs and delivery of experiential packages and events
- Manage expenditures to keep department within budget
- Daily monitoring of labour, food, and beverage expenses related to events
- Oversee all events and related food service, customer experiences and touch points including event space décor, layout, settings, glassware, restrooms, and liquor regulations
- Ensure payroll hours are up to date and accurate for event staff
- Identify social media trends and manage Avondale Sky's social media presence (Facebook, Twitter, Instagram), website updates and all approved marketing-related activities
- Development of written, visual & digital content to reflect the identity of Avondale Sky Winery
- Coordinate photographer and/or videographer for approved marketing materials development, as necessary
- Assist in the development, updating and execution of the annual business plan
- Ongoing development and training to achieve high standards of service
- Manage, promote and encourage wine club membership and online sales
- Ensure all team members are executing to defined standards, in collaboration with the Hospitality Manager

- Coaching, leading, training and motivating employees, in coordination with the Hospitality Manager

**REQUIREMENTS:**

- Must be available to work evenings and weekends with an average 40-hour work week
- Ability to work effectively under pressure, in a fast-paced environment
- A solid understanding of month to date sales/expense trends
- Ability to lead a team
- Strong working knowledge of communications, marketing and event planning principles, methods, practices, and techniques
- Ability to supervise employees, including organizing, prioritizing, and scheduling work assignments
- Conflict resolution, negotiation, and objection handling skills
- Solid interpersonal skills that allow one to work effectively in a diverse working environment
- Good training, coaching, and mentoring skills
- Knowledge of cost analysis, fiscal management, and budgeting techniques
- Able to effectively communicate, verbally and in writing. Ability to speak and read French will be an asset
- Valid driver's license, clean driving record and their own transportation
- Strong project management skills, highly organized, with attention to detail, record-keeping skills and an ability to multitask effectively
- Must be at least 19 years of age
- Professional appearance and attitude

**EXPERIENCE AND EDUCATION:**

- Successful completion of diploma or degree in Public Relations, Event Management, Tourism & Hospitality or equivalent experience
- 3-5 years of experience in communications, marketing, social media, and event planning
- Successful completion of Serve Right, WHMIS, First Aid and Safe Food Handling certifications would be an asset

**WORKING CONDITIONS:**

- Works with company employees and general public on continual basis
- Regular use of desktop computer, phone systems and point of sale system
- Lifting or moving up to 40lbs is required
- Ability to be standing and walking for long periods of time
- Overtime as required