

Vintner's Daughter

Education Manager

(based in San Francisco or New York)

Not Beauty As Usual

Vintner's Daughter is different.

Frustrated with an industry that misled its customers and cared more about marketing than quality, April founded Vintner's Daughter to deliver truth in skincare. She ended up transforming an industry.

It Took an Outsider to Reconsider what is Possible

April's unusual background in fine winemaking in Napa Valley spurred her to question and challenge every industry norm. She asked: "When developing a skincare formulation, what if every decision was the highest quality, most effective option—regardless of cost or complexity?"

The result of this exploration led to skincare products of unprecedented quality, craftsmanship and performance. Skincare products that are dramatically more active and multi-beneficial than brands considered "luxury." Skincare products where the lowest percentage active ingredient is often at a higher percentage than most skincare companies' hero ingredients. Skincare products where ingredients begin as whole plants rather than synthetic or processed ingredients. Skincare products that take weeks to manufacture in an industry that usually takes hours.

When April searched for a lab to make its first product, Active Botanical Serum, she received dozens of "no's." Many very condescendingly told her how naive she was and did she have any idea how expensive, risky and time-consuming this would be. Despite the pressure to conform to industry norms, she resisted the urge to compromise on quality in any way.

A Lasting Impact

In an industry that uses fear and insecurity to sell and market its products, Vintner's Daughter has taken a stand and is committed to creating confidence. We do not use words like "correct," "fix," "transform," "improve" or "anti-aging" that stoke insecurity or fear to drive purchase. Instead, we choose *Positive Beauty*, with words and images that manifest joy, confidence and gratitude in our beautiful skin.

From our very first sale, we have donated 2% of revenue to charities supporting women and children. We have chosen to be carbon neutral, prioritize sustainability, and invest more than three years of effort in becoming a certified B-Corp.

Mission

Vintner's Daughter exists to have a profoundly positive impact on our community's skin, life and our shared world.

Vision

To become the skincare industry's most coveted and beloved brand, widely recognized for quality, craftsmanship and performance in a class all our own.

Our Mission Endures

It is our 10th anniversary, and we have only just begun. Our goal is to build a legacy, heritage brand and we have a 100+ year time horizon.

The VIDA Customer

The VIDA customer is a highly discerning woman. She's inspired by brands with authenticity, quality, and integrity. She responds to communication that is meaningful and respectful.

She is a woman of substance. Intelligent and independent, she is aware, but not swayed by the latest trends. She appreciates art, design, travel and style. She is curious and active. She is loyal; when she finds a product she trusts she will develop a lifetime relationship and enthusiastically tell her friends about it. She leads a considered and healthy lifestyle, and she is willing to invest in products and experiences that bring her joy.

She is 30-75+ and can be found in cities and towns all across the US and the world. She is comfortable shopping online, but she also enjoys browsing her favorite neighborhood shops. She values IRL interactions. She appreciates curated content from trusted sources on platforms like Instagram and Substack, but she's not an active content creator.

She is far from mainstream. She is 1 in 100.

Intentional Growth

With a vision to be skincare's most coveted and beloved brand, our ambitions are audacious. We balance this ambition with understanding we must be intentional and disciplined in how we achieve these dreams.

At Vintner's Daughter growth doesn't only mean revenue growth like it does at most companies. At VIDA, we value growth in four areas, each equally important: revenue, brand reputation, profitability and the positive social impact we are making.

We also understand that if we grow faster than our ability to deliver great storytelling, education and hospitality to our community, customers and Stockist partners, we will erode our brand reputation.

As a company, *Intentional Growth* is our overarching objective. It is how we achieve our mission and vision.

The Role

The **Lead Education Manager**, reporting to the Director of Stockist Partnerships & Education, will play a vital role in helping achieve Vintner's Daughter's goal of becoming the skincare industry's most coveted and beloved brand. This person will lead education efforts in-store and virtually and will be responsible for bringing the Vintner's Daughter brand and products to life. This position will be based in San Francisco or New York.

Desired Outcomes

- Deliver world-class brand and product education
 - Successful in-store education of our retail partner doors each month; afterwards the beauty advisors are able to powerfully and enthusiastically tell the VIDA brand and product stories
 - Successfully train and launch estheticians carrying our products and performing VIDA services; the estheticians understand how different VIDA is and are excited to use and evangelize our products
 - Co-create and deliver virtual education; educate and inspire on Zoom and with pre-produced video and written content
 - Manage education calendar
 - Train new Vintner's Daughter employees to be world-class brand and product storytellers.
- Great relationship builder; stockist partner beauty advisors and estheticians are excited to speak to you and for return visits
 - Be open to feedback and able to redirect as needed
 - Able to give candid feedback with a solution oriented, partnership mindset
- Activate passionate evangelists while leading events
 - Facilitate and lead master classes and other IRL events at our retail partners
 - Test new ways and forums (in partnership with Account Director/ Marketing) to acquire new clients and tell the Vintner's Daughter story (trunk shows, vendor markets, marketing driven appearances)

- Perform VIDA signature facial or face massage at special events
- Partner with internal team to co-create educational assets and content
 - Maintain education library, ensure accounts have the most up to date assets (in partnership with Account Directors)

Professional Qualifications

- Licensed esthetician
- A minimum of 2 years in an education role for a skincare brand
- Luxury experience is considered a plus. Understands discipline around luxury positioning, marketing and brand codes.
- Master presenter and storyteller, able to bring to life the brand and product story
- Happy to travel (up to 50% of time) and spend considerable time in-store with Vintner's Daughter retail partners
- Able to manage multiple work streams at once, and pivot with changing priorities
- The ability to be direct, while maintaining great relationships
- Able to identify and maintain brand standards in the field with various Stockist partners

Personal Characteristics

- A passion for VIDA's mission, vision and values
- High standards and attention to detail
- Action-oriented
- Humility and openness to feedback
- Honesty/integrity. Does not cut corners ethically. Earns trust and maintains confidence.
- Kind, curious and a positive culture contributor. Has a positive impact on co-workers. Respectfully listening to others and offering support to achieve brand vision together.

To Apply

This position is based in either San Francisco or New York. Please submit your resume to careers@vintnersdaughter.com and **reference Education Manager in the subject line.**