



HANS HERZOG

JOB DESCRIPTION

Wine Tourism Ambassador

REPORTS TO: Therese Herzog – Owner and Director

HOURS: Rostered Monday to Friday, 40 hours per week, full-time, permanent
(Some weekend work may be required as an exception)

You will be the face for our highly regarded artisan wine estate! This extremely versatile role within our small team asks for a charming personality with exceptional wine knowledge to tackle all wine tourism related tasks, the management of our beautiful vineyard cottage and to market our famous artisan wines. A love for hospitality and customer service, a talent for sales and the hosting skills of a hotelier would make you our perfect ambassador!

DUTIES & RESPONSIBILITIES

Cellar Door Shop & Wine Experiences

- Managing of Cellar Door
- Host for our exclusive private wine experiences (tours, tastings, etc.)
- Managing POS – Point of sales systems
- Cellar Door bites (able to prepare a small platter and order food supplies incl. Food Safety)

Hospitality/Tourism

- Responsible for all wine tourism related tasks
- Managing of bookings (website, travel agents etc.)
- Relationship with the tourism industry
- Digital marketing / social media (maintains excellent customer relations and engaging them to stay connected through our digital channels. Encourages positive reports on Google etc.)
- Handles direct marketing activities, social media, provides newsletter content
- Hosts journalists/VIP's

Cottage

- Marketing and promotion for wonderful wine staycations
- Managing bookings and guest check-in/out
- Organizing/managing housekeeper for maintenance and cleaning of cottage and estate
- Personal approach of hosting guests

Wine sales & marketing

- Sales & Marketing for our different wine sales channels

General Duties

- General administrative tasks in the office
- Back up for all other operational areas

Personal qualities

- Able to work unsupervised and self-motivated in a small family business within a small team where the job description is a guideline
- Well-presented, charming but business-like with a welcoming, outgoing personality
- Common sense, hands-on, no-fuss personality, efficient working practices

Skills & knowledge

- Needs to obtain a managers / alcohol license (Manager's Certificate)
- Advanced wine knowledge (WSET or Sommelier education)
- A good understanding of the wine industry
- Excellent computer skills - Proficient in Microsoft Office suite, google aps, social media apps, website, presentation apps like Canva
- Excellent communication and sales skills
- Written Expression - Excellent writing skills

I, the undersigned, understand and agree to the above Responsibilities, Tasks and Duties. I also understand and agree that there may be additional Responsibilities, Tasks and Duties not listed above required from time to time.

Name

Date