



Title: Visitor Center Manager

Reports to: Director of Hospitality

Supervises: **First level:** VC Assistant Managers, **Second Level:** Team Captains, Visitor Center staff (servers, cashiers, stock persons, groundskeeper)

Interacts With: Other Department Managers (Production, Wine Club, Retail, Tours and Special Events, Direct Sales, Human Resources)

Category: Full-time/exempt

Version: September, 2009

Summary:

The Domane Carneros Visitor Center (VC) is open to the public seven days a week from 10 am to 6 pm, with workers scheduled from 7 am to 7 pm. The VC sustains a very high daily visitor count including numerous groups of between 10 – 150. Domane Carneros differs from most local wineries in that we offer table service, not just bar service, and a limited food menu of cheese plates and caviar service. There are three wine service areas in the winery: the main tasting salon and terrace; the terrace, the club room (for Chateau Society members); and the tasting bar, for those who prefer the more traditional, briefer tasting experience.

The Visitor Center Manager is responsible for the physical and fiscal performance of Domane Carneros' Visitor Center. The primary role is to develop staff and programs to drive strong consumer-direct sales and also encompasses the appearance and cleanliness of the visitor area and food service areas, maintaining exemplary service standards to all visitors, scheduling sufficient and appropriately trained servers and educators for daily visitors and group and Trade tours, all pre-opening prep, post-closing inventory controls, cash closings and monthly inventory reconciliation.

Responsibilities:

Staffing

Provides visible leadership on the visitor floor; routinely monitors for high levels of customer service through observation and interaction with visitors; models the behaviors expected from staff

Develops and implements ongoing employee development programs to maintain high levels of customer service and sales.

Works with the Human Resources Director (HRD) to recruit for vacant positions; interviews and selects candidates

Maintains and updates service standards and procedures

Establishes orientation and training programs to bring new staff to a highly functioning level as early as possible; continually upgrades training programs, tastings and periodic field trips to ensure staff knowledge is current and continually improving; writes educational notes for daily meetings; creates and maintains resource notes

Ensures tour guide training, implements enhancements as appropriate to keep tours interesting, informative and entertaining.

Ensures that food items offered are fresh and beautifully arranged

Working in concert with the VC Assistant Managers and Team Captains, ensures staff performance and behaviors are monitored to meet optimal levels, appropriate to each individual.

Provides ongoing corrective performance coaching; works with HRD to properly record and address disciplinary issues, monitors progress and in the absence of acceptable process works with HRD to terminate.

Works with HRD to properly record and deliver rewards, provides recognition as necessary, celebrates successes.

Schedules staff to maintain optimal customer services levels in a cost-conscious manner; responds to staff scheduling limitations and changes

Wine Club, Sales and Events

Inspires staff to high levels of wine club sign-ups and retail sales of wine and other merchandise; provides benchmarks based on prior experience to motivate staff to greater volume; provides mentoring for those with room for improvement.

Ensures staff is informed as to wine club promotions, release dates and events.

Ensures staff is knowledgeable as to available products and actively seeks ways to enhance the visitor experience through gift shopping opportunities.

Ensures staff is informed as to special promotions, availability of wines, interstate shipping concerns etc.

Remains informed as to expected tour groups, and out-of-hours event rentals; ensures sufficient staff are scheduled to meet the demands of tour groups and ensures the visitor areas are appropriately prepped.

Inventory

Maintains routine procedures for the daily monitoring and monthly reporting of inventory, ensures security of inventory.

Working with Production Department ensures appropriate levels of inventory are available to stock staff at all times, including anticipating weekend needs production staff are not on site.

Monitors POS reports and conducts monthly pre-closing checks to ensure all tours and sales have been properly billed; ensures timely and accurate sales and inventory information to the Director of Consumer Direct-Marketing.

Maintains and replenishes materials inventory (perishable and non-perishable)

Creates and maintains control systems for transfers, glass pours, daily inventory counts, etc.

Physical plant

Ensures daily pre-opening and ongoing inspection of all visitor areas to include parking lots, signage, front stairs, terrace, landscaping surrounding the building, foyer, bathrooms, elevator, club room, tasting

bar and walkways to facilitate removal of trash, cleanliness of fixtures and glass, neatness of furnishings, etc.

Reports maintenance issues in a timely manner, follows up to ensure work is completed properly.

Ensures the kitchen, bar and staging room, and their appliances and fixtures are maintained to health and sanitation standards.

Ensures bathrooms are inspected, maintained and paper goods stocked throughout the day.

Works to enhance safety and beauty of facilities.

General

Maintains POS system, ensuring optimal operational standards and programming, as needed

Actively seeks cost containment opportunities

Proactively implements a system of continuous improvement in all operational areas

Collaboratively works with other managers for a well-informed management team that is mutually supportive

Develops and monitors annual budgets.

Essential Requirements

Ability to: sit and stand for extended periods of time; operate a keyboard, telephone, cash register, photocopier, printer, a 10-key and other usual office equipment; move freely through all work areas; frequently reaching, grasping, bending, twisting and lifting items up to 40# such as cases of wine, packing materials, etc.; routine and reliable attendance is a requirement of this position.

Required Competencies

- Excellent communication skills, both written and verbal
- Strong interpersonal skills, builds rapport and inspires trust
- Ability to handle high volume work load and prioritize effectively
- Ability to apply product knowledge effectively
- Ability to self-manage, to set goals and allocate resources to meet or exceed those goals
- Even temperament, even when under stress
- Ability to function well as part of a multi-functional team

- Demonstrated problem solving ability
- Dependable
- Ability to think creatively, present ideas persuasively, ask for help, when needed
- Present a professional image whenever representing employer

Minimum Qualifications

- Minimum 5 years' management experience working in a variety of high profile hospitality settings with bottom-line accountability for profitability.
- Proven track record developing, training and motivating a team of sales and service staff to extraordinary success.
- Experience managing inventory systems, with accuracy.
- Advanced level skill in working with POS systems and databases with demonstrated ability to extract accurate information and produce timely, accurate reports.
- Customer service training, whether formal or informal, sufficient to be able to resolve difficult situations with ease and to cross-sell or up-sell effectively; ability to train others to exceptionally high standards.
- Ability to effectively manage others to include: staff selection, training, and performance management; working knowledge of California wages and hours laws and pertinent safety practices.
- Intermediate math skills, sufficient to add, subtract, multiply and divide, to calculate percentages and demonstrate reasoning skills.
- Intermediate skills in the use of a PC in a networked environment to include in MS Office products: Word, Excel, Outlook, Access; internet browsers, etc.
- Experience creating worksheets, graphs and charts that clearly demonstrate statistical information.

Send resume to: resume@domaincarneros.com