



## Evenstad Estates Club Membership & Distribution Analytics Manager

<b>Position:</b>	Club Membership & Distribution Analytics Manager
<b>Department:</b>	Consumer Sales
<b>Status:</b>	Non-Exempt/Full-time
<b>Number of Hours Per Week:</b>	40 (may be required to work more than 40 hours per week)
<b>Reports To:</b>	Director of Club Membership

*Evenstad Estates is a portfolio of world-class Pinot Noir and Chardonnay brands from Oregon and Burgundy that is positioned to change the landscape of fine wine by re-defining the reference for world-class wines and hospitality. Domaine Serene has been named by the Portland Business Journal as one of Oregon's 25 Most Admired Companies for 3 of the past four years and was honored with the Oregon State University Austin School of Business Management Award for Business Renewal in 2017 for outstanding planning and business sustainability.*

*Founded in 1989 by Ken and Grace Evenstad, Domaine Serene has quickly become Oregon's iconic producer of world-class Pinot Noir and Chardonnay and is the only winery in the world to have secured a top 3 or better ranking for Pinot Noir and Chardonnay from Wine Spectator's coveted Top 100 Wines of the Year list, while also winning the wine industry's top honor, Wine Spectator's Distinguished Service Award in 2018. Located at the top of the Dundee Hills in the Northern Willamette Valley, Domaine Serene's picturesque Winery Hill Estate is home to one of the world's most advanced winemaking facilities and is the site of Oregon's first custom-built winery dedicated exclusively to the production of world-class Chardonnay and sparkling wine. Evenstad Estates owns and meticulously manages over 1,000 acres of land, including 275 acres of world-class, hillside Pinot Noir and Chardonnay vineyards, all of which are dry-farmed and LIVE certified sustainable.*

*In April 2015, The Evenstads purchased Château de la Créé, a beautifully restored Château and state of the art winery located in Santenay, Burgundy dating back to the 15<sup>th</sup> Century. The Evenstads are proud owners of a modern gravity-flow winery in Santenay as well as 25 acres of sustainably-farmed vineyards throughout some of the most renowned districts of the Côte de Beaune. The Evenstad's vineyard holdings include 18 distinct vineyard climates in the districts of Pommard, Volnay, Meursault, Puligny-Montrachet, Chassagne-Montrachet, Santenay and Maranges, and include seven Premier Cru and two rare Clos*

*Monopole vineyards. Evenstad Estates now encompasses three brands in Burgundy, including Les Tourelles de la Créé, Château de la Créé and Maison Evenstad.*

*Driven by an inspired team of talented executives, winemakers and business managers Evenstad Estates strives to continually change the landscape of fine wine by leading the quality pursuit of Pinot Noir, Chardonnay and sparkling wines. Evenstad Estates has been placed into a one-of-a-kind legacy trust, ensuring that it can never be sold and that the pursuit of quality will endure for centuries to come.*

## **Mission**

Build the image, visibility and revenue of Evenstad Estates through:

- Overseeing all aspects of the direct shipment Wine Club programs.
- Coordinate and manage trade analytics and marketing in conjunction with the Director of Marketing and Director of Club Membership & National Sales.

The ideal candidate is a self-starter, driven to succeed, with the ability to work at a high level in a fast-paced, luxury wine environment.

## **Role and Responsibilities**

### **Club Membership**

- Manages all aspects of the direct shipment to wine club members in coordination with the Director of Club Membership.
  - Assists in building Wine Club schedule and coordinating Wine Club shipments with WineCo.
  - Assists in determining Wine Club shipments.
  - Assists in preparing annual Wine Club budget.
  - Assists in preparing sales and revenue forecasts for Director of Club Membership, Executive Team, and Finance Team.
- Works with Director of Club Membership to develop and standardize metrics through data driven research and analysis to increase acquisition rates and lower attrition rates:
  - Existing Member Analysis.
  - Target Member Analysis.
  - Market Place Analysis (Global, National, & Local).
- Actively promotes the sale of Evenstad Estates wines and memberships to existing and potential customers via phone, email and hospitality.
- Actively promotes the sale of Wine Club and helps develop and educate tasting room staff to more effectively sell memberships.
- Fosters relationships with current member base through regular communication:
  - Welcome packets for new members.
  - Thank you notes.
  - Invitations to visit the winery or attend events.
  - Guest house stays.
- Assists in planning, organizing, and executing Club Member events focused on recruiting new members, retaining existing members, and increasing wine club sales.
- Oversees and assists Wine Club Coordinator with:
  - Fielding Wine Club related questions from customers with a focus on retention and acquisition.

- Entering new customers into Vin65 system and updates database accordingly.
- Tracking origin of all Wine Club sign ups.
- Ensuring order compliance.
- Daily temperature checks across all daily and club orders to ensure wine is not damaged during transit.
- Submitting address changes to Wineco as needed.
- Providing solutions for customers with shipping questions.
- Processing department samples orders.
- Conducting VIP tour and tastings.
- Providing back up coverage in the Tasting room.
- Manages and reviews Vin65 with Finance Team:
  - Ensures products are accurate and available for sale when released
  - Ensures quarantined orders are accurately cleared
  - Ensures duplicate contacts are merged to maintain database integrity
- Manages wine allocations to ensure appropriate inventory exists at Wineco and Dayton to fulfill wine club and daily shipments or will call. Requests wine transfers when needed to fulfill deficiencies.
- Develops policies and best practices for wine club.
- Exercises discretion and independence in all matters related to the wine club.
- Other duties and responsibilities as assigned.

#### **Distribution Analytics & Coordinating**

- Assists in developing Trade Analytics for:
  - Brand Decks
    - Domaine Serene
    - Les Tourelles de la Créé
  - National Accounts Presentations
    - On-Premise
    - Off-Premise
  - CDI vs. BDI Report
  - MAT Report
  - Samples Report
  - National Pricing Grids
- Assists in planning, organizing, and execution of the following Trade Events:
  - Pinot Rally
  - Oregon Pinot Camp
  - Somm Selection

#### **Requirements and Qualifications**

- Bachelor's degree required
  - MBA Preferred
- 5+ years' experience in sales and/ or management in service focused organizations.
  - Wine Club Experience Preferred
- Demonstrated knowledge of MS Office, including Word, Excel, and PowerPoint.
- Luxury brand experience required.
- Experience with P+L management and budget development.
- Dynamic and passionate about fine wine with a high level of wine experience preferred.

- Excellent presentation skills, both verbal and written.
- Excellent oral and written communication skills. Ability to draft reports, business correspondence, policies and proposals in a highly effective and efficient manner.
- Proven track record of strong sales skills in previous/current work experience.
- Strong analytical and problem-solving skills, with the ability to manage and prioritize multiple projects and delegate tasks as appropriate.
- Strong interpersonal skills and demonstrated ability to build and maintain relationships at all levels of an organization.
- Exceptional organizational skills and attention to detail. Ability to multi-task and adjust priorities to meet deadlines on short notice.
- Ability to coach and delegate appropriately.
- Ability to demonstrate discretion, good judgment, tactfulness and diplomacy.
- Demonstrated ability to research and resolve problems, including data mining and analysis.
- Strong customer service skills with the ability to work successfully in partnership with Production, Operations, and Direct to Consumer business peers.
- Advanced experience in MS Office, including Word, Excel, and PowerPoint.
- Physical activities required include excessive standing, walking and the ability to lift and carry up to 50 pounds.
- Job requires the ability and willingness to work a flexible schedule if needed including evenings, weekends and Open House weekends such as Memorial Day and Thanksgiving.

### **Compensation Profile**

The compensation package is competitive and includes bonus potential. Additional benefits include health, dental and vision care, a 401K program with employer match, term life insurance, paid time off (PTO) and paid holidays.