



Evenstad Estates Membership Development Manager

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

Grace and Ken Evenstad founded Domaine Serene in the Dundee Hills of Oregon in 1989. The Evenstads had faith and confidence in Oregon early on, before there was a national market for Pinot Noir and Chardonnay from the region. Today, Domaine Serene produces wines from six individual vineyard estates, planted exclusively to Pinot Noir and Chardonnay. Each estate offers a diversity of soils, clones, rootstocks, microclimates, slopes, and elevations that add distinguishing complexity and elegance to the wines. In 2001, the Evenstads completed construction of their current state-of-the-art, five-level, gravity flow Pinot Noir winery. They broke ground in 2017 for their Chardonnay and Sparkling Winery, the first dedicated white winery of its kind in Oregon and will debut their new Sparkling Wine program that is scheduled for release in the summer of 2018. The wineries, located on the prestigious Winery Hill Estate, were built as a statement to the quality of Pinot Noir and Chardonnay that can be produced from the world-class Dundee Hills AVA. In 2015, Ken and Grace acquired Château de la Créé, the respected wine estate located in the birthplace of Pinot Noir and Chardonnay, the renowned Côte d'Or. This made them the first Oregon-based vintners to own land and produce wines in Burgundy, France. In total, the Evenstads own 1,000 total acres of land in the hills of Yamhill County, with 275 acres planted to vines, and 25 acres, comprised of over forty percent Premier Cru vineyards, in the Côte de Beaune region of Burgundy. Finally, in 2017 Domaine Serene opened a new best-in-class hospitality center, the Clubhouse at Domaine Serene, that is changing the landscape of fine wine hospitality in the Pacific Northwest. For the past 25 years, Domaine Serene, under the guidance of the Evenstads, has been focused on excellence in a never-ending quest to produce through continuous improvement and a commitment to extremely high internal standards. Domaine Serene's wines represent the achievement that is possible in Oregon, one of the finest regions in the world for Pinot Noir and Chardonnay.

Mission

Build the image, visibility, and membership of Evenstad Estates Wine Clubs through overseeing, and developing, all aspects of the Wine Club programs.

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. A proven track record in business development and management of multi-tiered, expansive club programs is required.

Role and Responsibilities

- Manages all aspects of the Wine Club program in coordination with the Director of Club Membership.
- Builds Wine Club schedule and coordinates Wine Club shipments with Logistics & Inventory Team.
- Develops and maintains Wine Club multi-year programming and forecasts.
- Prepares annual Wine Club budget and monthly financial insights in coordination with the Director of Club Membership.
- Prepares monthly analytical reporting and key insights of club key performance indicators.
- Develops, analyzes, and executes new club programming focused on increasing acquisition and lowering attrition in club programs.
- Actively promotes the sale of Domaine Serene wine and Wine Club Memberships to existing and potential customers via phone, email, and hospitality.
- Fosters and strengthens relationships with current Wine Club member base through active communication and outreach.
- Assists in development and execution of exciting and educational events to recruit new members, retain existing members, and increase wine club sales.
- Attend all Wine Club events.
- Leads and assists Wine Club team with:
 - Fielding Wine Club related questions.
 - Lead and coordinate efforts of the team assisting with customizations, upgrades, credit card declines, etc.
 - Maintaining and Analyzing CRM database.
 - Development and Training of Wine Club program to all Hospitality team members.
- Collaborates in development of club collateral and marketing with Director of Club Membership and Marketing.
- 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.

Requirements and Qualifications

- Dynamic and passionate about fine wine with a high level of wine experience.
- Bachelor's degree required
 - MBA Preferred
- 2 – 3 years' experience managing Wine Clubs.
- Strong Business Development and Analytical skills.
- Advanced experience in MS Office, including Word, Excel, PowerPoint, and Adobe.
- Luxury brand experience.
- Experience with P+L management and budget development.
- 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 membership and sales growth in previous roles.
- Strong interpersonal skills.
- 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.
- Strong customer service skills with the ability to work successfully in partnership with Production, Operations, and Direct to Consumer business peers.
- Physical activities required includes excessive standing, walking and will regularly 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.