



Position: **Tasting Room Lead**

Reports to: **Co-Founders/Owners Andy Parks & Tracy Campbell Parks**

Founded in 2014, Campbell Lane Winery produces a variety of exclusively estate grown wines. Our winemaker is [Tony Rynders](#). Family-owned and operated, we pride ourselves on providing a friendly, welcoming, and unpretentious experience for our guests.

Our unique 100-acre property is close to the Portland metro area yet seemingly far from its hustle and bustle. The area is an up-and-coming vineyard and tasting room destination. Located south of West Linn atop Pete's Mountain above the Willamette River, our venue offers a relaxing experience and provides direct exposure to an established customer base and an increasing number of visitors ready to learn more about the wines of the Willamette Valley.

Our team members help put a face to our "Brand". We seek upbeat team players with energy and enthusiasm to deliver an exceptional experience to all our guests.

The ideal individual for this position will have experience managing resources focused on delivering superlative experiences and a proven track record of achieving sales and financial goals. This position reports to the Owners.

### **Qualifications**

- Valid OLCC permit and Food Handles Permit
- Three or more years prior experience in the hospitality industry with a proven ability to be an effective, innovative, and enthusiastic leader
- Proven organizational and analytical skills with proficiency in understanding and executing winery business plans
- Passion for wine and customer service with a strong wine knowledge
- Self-motivated and able to act independently to solve problems and address duties
- Ability to multi-task while handling tasting room needs and office administration
- Experience with key tasting room metrics and ability to understand the inter-relationship of these metrics:
  - Visitor traffic
  - Wine sales
  - Food sales
  - Merchandise sales
  - Wine club enrollment
  - Revenue per guest
- Professional, warm, and welcoming personal presentation



- Strong hospitality and customer service focus
- Proficiency in the Microsoft Office 365 suite, including Word, Excel, Outlook, etc. and familiarity with or ability to learn point of sale systems and winery software (Presently Square and TOCK (Reservation Software) and Vino Shipper, with potential for additional industry focused solutions)
- Ability to work most weekends and some holidays

### **Position Responsibilities**

This position is responsible for all aspects of operating the tasting room, including but not limited to:

- Hands-on experience as a server in a small tasting room, which may include a small number of temporary staff, and extensive interaction with winery guests
- Managing daily visitor appointments, wine, beer, food and merchandise inventory, printed materials, and other functional tasks, including coordinating orders
- Plan and execute Last Friday events (Last Friday May through September)
  - Theme, food cart(s), musicians
    - All aspects of events will be arranged for the season no later than 60 days prior to the first “Last Friday” event.
- Provide and take responsibility for a consistent and pleasant customer experience
- Maintain a working knowledge of Campbell Lane wines, tasting room menu, products, other local vineyards, and wineries
- Assume responsibility for the tasting room’s overall operations and its efficacy and efficiency
- Overall cleanliness of the tasting room
- Assign and delegate tasks as appropriate to team members
- Train/coach team members on procedures
- Continue to develop wine knowledge and facilitate same with team members’
- Help develop/revise procedures/policies that enhance our customer’s experience, improve operational efficiency and effectiveness, and or improve safety
- Assist with seasonal event development and execution
- Meet or exceed pre-determined sales goals, including revenue targets and wine club signups
- Solicit private tasting bookings
- Promote Crooked Mouth Wine Club and enroll new members
- Ensure all procedures are properly performed, including but not limited to
  - Menu presentation
  - Wine and food service
  - Crooked Mouth Wine Club presentation
  - Suggestive selling
  - OLCC adherence inclusive of asking customers for identification
  - Speaking knowledgably about Campbell Lane, and wine in general



- Request staffing assistance from owners based on tasting room traffic patterns
- Balance cash register at end of shift and perform other opening/ closing duties
- Ensure Tasting Room is properly secured at end of shift
- Meet regularly with owners to review tasting room performance
- Any other duties as deemed necessary by owners
- Other opportunities
  - Work with hospitality and industry peers to create successful referral programs to the tasting room
    - Build relationships in the SE Portland metro area (Wilsonville, Tualatin, Lake Oswego, West Linn, Oregon City, Milwaukie, Happy Valley, Sellwood, Southeast Portland, Gresham, Troutdale)
      - Hotel/motel
      - New Seasons markets
      - Local restaurants/pubs/coffee shops/service retailers
      - Housing communities and other local vendors and housing communities
  - Conduct and or ensure off-site pouring's, tastings, and events (COVID RESTRICTIONS DEPENDENT)
    - Quarterly at all retail accounts
      - New Seasons markets and Market of Choice stores in Portland metro area

### Schedule

The workload for this position is seasonal and varies throughout the year. Total hours are anticipated to be approximately 1,000-1,100 hours per year.

### Tasting Room Hours

- Year-round (mid-January – late December)
  - Saturdays and Sundays
    - 12 pm – 5:30 pm
- Peak Season – (late May to end of September)
  - Wednesdays
    - 4 pm – 8 pm
  - Thursdays – Fridays
    - 12 pm – 5:30 pm
  - Last Fridays
    - 6 pm – 9 pm

Maximum staffing for the tasting room at any given time is five positions. This position is anticipated to work in the tasting room as a server on most days and supervise a limited number of staff (1-4) on event days (Wednesdays and Last



Fridays) and busier tasting room days in the summer – generally Saturdays and Sundays May-September.

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### **Compensation**

Approximately \$24,000 per year (allocated to match anticipated hours/time throughout the year), plus tips and incentives for achieving mutually agreed to individual performance goals and team performance goals, e.g., sales, wine club memberships, retention, etc.

- Team member discounts on wine and merchandise
- Financial support for wine related continuing education