

Retail Shop Manager Opportunity

Glenora Wine Cellars
Dundee, New York

Position Description
Retail Shop Manager
April 2021

Prepared by:
Lawrence Executive Placement



THE OPPORTUNITY

THE POSITION

Glenora Wine Cellars is seeking an experienced and highly motivated Retail Shop Manager to oversee and manage the day-to-day operations of Glenora’s high-volume Tasting Room, Wine Retail Operation. This individual will be responsible for hiring, training and management of the Retail Shop team, budget development and oversight, inventory management, and coordination of off-site wine sales and tastings, wine club management and online sales and shipping. He/She will facilitate and maintain a culture of excellent customer service, provide an organized work environment, and establish and track sales metrics and goals for staff. He/She will need to come to the role with a successful, proven track record in the wine industry. The Retail Shop Manager must work weekends and holidays.

- Effectively run and supervise the day-to-day operations of the Retail Shop by cultivating and maintaining a culture that fosters mutual respect, consideration, and encouragement.
- Hire and train competent, customer service-oriented staff to provide professional, friendly, and knowledgeable service so the guests can “experience the excellence” at Glenora Wine Cellars.
- Possess creative problem-solving skills with the ability to delegate and effectively train and coach.
- Oversight of retail shop on weekends including sales, crowd control, groups, limos; by providing staff and to effectively maintain customer flow and a quality experience for all visitors.
- Confidential management all staff issues, set performance expectations including compliance with company policies.
- Ability to learn, facilitate and demonstrate thorough knowledge of the practices and procedures of shipping and internet sales, the POS system, group tasting reservations, tours, specialty tastings, wine club and loyalty program.
- Managing all facets of the Windmill retail operation including hiring staff and increasing sales.
- Develop, present, and manage a yearly retail budget.
- Develop sales strategies to increase sales, visitor counts and maintain the Glenora Wine Cellars strong reputation and brand.
- Coordinate and work with the marketing department to develop wine promotions and Loyalty Program throughout the year.
- Maintain accurate and up-to-date customer data base.
- Submit weekly payroll to the Accounting Department.
- Track and maintain monthly wine inventory, and bi-yearly merchandise, food, and clothing inventories.
- Select and purchase all food, clothing merchandise and supply items sold in the retail shop.
- Attend and participate in all Seneca Lake Wine Trail meetings.



Qualifications:

- Bachelor's Degree in Business Administration, Marketing or Retail Sales preferred.
- At least three years of retail or tasting room (or an equivalent), management experience required.
- Management experience with a demonstrated track record of leading a team.
- Customer service oriented.
- Excellent written and verbal communication skills.
- Proficiency with Microsoft Word, Excel, and POS programs.
- Knowledge of wine and wine industry, with the ability to communicate comfortably with a wide range of people.
- Must be available to work evenings and weekends.
- Ability to lift 50 pounds repeatedly and stand for long periods of time.

ABOUT GLENORA WINE CELLARS

Established in 1977 and opening in May 1978, Glenora Wine Cellars became the first winery on Seneca Lake. Glenora's retail shop is open 364 days a year and one of the most visited tasting rooms in the Finger Lakes Region, well known for offering excellent customer service, and the consistent production of a wide variety of great wine.

The operation expanded in 1999 with the addition of a 30-room inn and Veraisons Restaurant.

Steeped in tradition and highly regarded in the industry, Glenora Wine Cellars is mainstay in the New York Wine Industry.

TO APPLY

Confidential review of applications will begin immediately and continue until the position is filled. Click the following to apply and submit your cover letter and resume: [APPLY NOW](#)
Or view our "Job Postings" on our website at: www.lawrenceplacement.com

For further information:

Margaret Lawrence

President and Principal

Lawrence Executive Placement

Direct: 607.208.8247

mlawrence@lawrenceplacement.com



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