



## Position Description: Cellar Door Manager

Paxton Wines is a family-owned wine business located in beautiful McLaren Vale. All fruit is sourced from our extensive Biodynamically farmed vineyards across the region. From the Paxton core range, contemporary preservative-free Now range, Mediterranean series, or the ultra-premium EJ Shiraz from 125-year-old vines this is a diverse and enviable portfolio.

Paxton Wines, with its history steeped in viticulture and a 20-year-old international wine brand is known for producing wines of outstanding quality and pioneering Biodynamics in the region.

Reporting to the Operations Manager this is a customer-facing role with oversight of a small, dedicated team across both our estate and pop-up wine bar sites. It must drive high standards of service, communication and presentation, plus oversee bookings and administration.

### Duties and Responsibilities:

- Lead the cellar door team and manage rosters, training and education;
- Provide welcoming and informative tastings for public, wine club and trade;
- Drive visitation, engagement, membership and sales at Cellar Door;
- Report regularly on sales, operational expenses, membership and other KPIs;
- Careful stock control;
- Manage POS and despatch systems;
- Oversee Cellar Door advertising and promotional activities;
- Work with state and regional wine bodies on promotional events and festivals;
- Ensure compliance with OH&S, licencing and other regulations;
- Manage and oversee functions and events.

### Skills and Experience:

- Responsible Person (R.P.) and RSA required
- At least 5 years' experience in wine and/or hospitality industries;
- Experience in event management;
- Excellent communication skills, enthusiasm for customer engagement and cellar door sales, plus pride in our story, principles and how our wines are presented;
- Passion for fine wine;
- Proficiency in technologies such as POS, Microsoft Excel and Word, data collection, and social media platforms;
- Current drivers' licence;
- Passion for biodynamics and environmental custodianship.

## Interfaces:

### External:

- Public visitors;
- Wine club and event clients;
- Retailers / trade/ media;
- Regional and state industry bodies;
- Suppliers and contractors.

### Internal:

- Operations Manager;
- Cellar Door team;
- Winemaking & Vineyard teams;
- Sales and Marketing team;
- Administration team.