



## Position Description: Wine Business Manager

Marnong Estate is a farm encompassing a 16ha vineyard, on the site of an historic homestead in Victoria's Sunbury wine region, on the outskirts of Melbourne. Featuring a cellar door, accommodation, multiple conference and event venues, all within a 35minute drive from the CBD.

Reporting to the General Manager and working closely with the Sales and Marketing Manager, this is a newly created, full-time, business developing and brand building role working with a small, dedicated young team. It must drive high standards of communication, understanding of domestic and international wine market, portfolio building and engagement with the public.

### Duties and Responsibilities:

- Working closely with the Sales and Marketing Manager you will:
  - Build an authentic and relatable brand story,
  - Assist in developing an integrated wine sales forecast,
  - Define a tailored consumer engagement program (DTC, marketing strategy, on-site experience),
  - Improve profitability of the Marnong Estate wine business,
  - Use the estate hospitality assets to drive wine sales.
- Communicate, train and educate the hospitality and cellar door team,
- Work with state and regional wine bodies on promotional events and festivals,
- Ensure compliance with OH&S, licencing and other regulations,
- Report to the GM on OPEX, CAPEX, OH&S and brand building.

### Skills and Experience:

- Responsible Person (R.P.) and RSA VIC required,
- At least 5 years' experience in wine sales and/or hospitality industries,
- Demonstrated wine business acumen,
- Excellent communication skills, enthusiasm for staff training and empowering,
- Proficiency in technologies such as Microsoft Excel and Word, data collection, POS and social media platforms,
- Current drivers' licence,
- Passion for wine, branding, understanding of family business.

### Interfaces:

#### External:

- Suppliers and contractors,
- Media,
- Wine club and event clients,
- Public visitors,
- Regional and state industry bodies.

#### Internal:

- General Manager,
- Sales and Marketing Manager,
- Hospitality & Cellar Door team,
- Winemaking & Vineyard team,
- Marketing and administration team.