

POSTION DESCRIPTION: GENERAL MANAGER

Punt Road Wines and Napoleone Cider are part of a family-owned business in Coldstream, the heart of the Yarra Valley. The winery is surrounded by an established vineyard and orchard on the valley floor, close to the Yarra River, producing a range of cool climate varietals and high-quality fruit.

The General Manager will report to the company Director and control both brands - Punt Road Wines and Napoleone Cider, as well as work with associated companies under the same ownership. This is a senior management position that will be responsible for overseeing all areas of the business, including brand identity and brand ambassador roles, which will require media and industry representation. As the central management figure, taking responsibility and ownership of brand and business decisions is necessary to ensure cohesive and successful relationships.

BRAND FUNCTIONS:

Punt Road Wines:

- National Sales Manager - Distribution:
 - Manage all distribution channels and direct supply of products within Australia
 - Oversee wine export strategy and operations
 - Assist distributors in promotion of product (see Marketing)
 - Formulate supply and pricing framework
 - Grow existing & new distribution channels

Napoleone Cider:

- Brand Ambassador
- Assist the Cider Maker/Manager in ensuring production forecasts and product quality are met
- Maintain and foster relationship and business strategy with sister company Red Rich Fruits (grape, apple & pear supplier)

MANAGEMENT FUNCTIONS:

- Oversee and manage team:
 - Senior Winemaker/Manager & Punt Road Winemaker
 - National Sales Manager - Napoleone Cider
 - Direct Sales Manager
 - Digital Marketing Coordinator
 - Administration team
 - Hospitality Manager (Punt Road Cellar Door & Napoleone Cider Orchard Bar)
- Finance:
 - Control the Ezywine accounting and winery management system
 - Apply production costings and ensure acceptable margins on all revenue generating activities
 - Implement budgets and manage/analyse the P&L
 - Manage customer accounts and external accountant
 - Application for relevant grants
- Marketing:
 - Formulate marketing strategy
 - Assist in product promotion and market placement
 - Consult with the Digital Marketing Coordinator
 - Oversee packaging design and direction
 - Manage media enquiries and product publicity
 - Advise and mentor the winemaking team on brand ambassadorship and Public Relations

- Operational Strategy:
 - Monitor and plan for sales growth
 - Formulate contingency plans for seasonal variation
 - Establish and maintain customer/account relationships
 - Maintain and improve productivity and efficiency of operations
 - Generate CAPEX proposals and manage project execution
 - Ensure quality control and improvement, including HACCP plan
 - Enable new product development
- Human Resources:
 - Recruitment
 - Management of employee contracts, including performance reviews and KPIs
 - Maintain appropriate working conditions and regulations
 - Create a positive workplace culture
- Workplace Health & Safety
 - Establish and maintain workplace guidelines and standards
 - Ensure all safety protocols are up to date and followed
- Consultation and engagement with wine industry associations

SKILLS & QUALIFICATIONS:

- Wine industry background
- 5-10 years management experience
- Good understanding of Human Resources and Workplace Health & Safety practices
- Experience in Sales and Marketing
- Excellent communication skills