

POSITION DESCRIPTION: GENERAL MANAGER

Peter Teakle Wines is transforming South Australia's Eyre Peninsula into a premier food and wine destination, with their award-winning restaurant *Line & Label* receiving an AGFG Chef Hat 5 years running and a portfolio of wines from the estate's vineyard in Port Lincoln. Peter Teakle Wines' drive for growth and innovation has revitalised the estate, with state-of-the-art facilities including a multi-million-dollar purpose-built winery and cellar door, renovation of the restaurant and vineyard redevelopment.

Overlooking Boston Bay and Port Lincoln, the Peter Teakle Wines estate has built a wine business and hospitality venue that captures the region's outstanding resources, showcasing local produce and a portfolio of estate grown wines. Surrounded by the 12 Ha vineyard, the cellar door and restaurant offer both locals and visitors to the area quality and memorable experiences.

Reporting directly to the Managing Director, this role will be responsible for all estate operations, including management of the wine business and hospitality assets. As the central management figure, the General Manager will take ownership of brand and business strategy, ensuring cohesive and successful outcomes.

MANAGEMENT FUNCTIONS:

Leadership

- Oversee and manage business divisions and teams:
 - Wine Business (winery, vineyard, sales, marketing)
 - Hospitality & Events
 - Cellar Door
 - Support services
- Provide direction and support to the management team
- Work closely with the management team to drive quality, efficiency, innovation, strategy and engagement
- Work with a high performing team and build on a positive workplace culture, providing training and support to optimise capabilities

Strategy

- Develop a strategic business plan, aligned with company objectives
- Develop effective operational systems and robust infrastructure
- Work with the MD, CFO and management team to advance and execute a sustainability plan and ecofriendly initiatives to achieve the goal of net zero by 2030
- Perform regular reviews of all operations and strategies, adjusting as required to ensure successful outcomes
- Provide a safe work environment, in-line with business values and workplace regulations

Business Development & Brand Awareness

- Drive growth and development plans across all business areas, expanding service offering, market reach and sales channels
- Identify and pursue new business opportunities and revenue streams, assisting with product and service development

- Develop a proactive asset utilisation plan, expanding service capabilities to provide consistent and stable trading year round
- Assess trade and consumer market research data, identifying consumer needs and market opportunities
- Oversee a brand refresh, ensuring consistent brand messaging and promotion across all areas of the business
- Maintain strong community engagement, growing local consumer base and market reach
- Develop and maintain established relationships and strategic partnerships

Finance & Reporting

- Manage budgets, streamlining operational costs and diversifying revenue streams to optimise profitability
- Manage capital investment projects and expenditure, including equipment upgrades and new technology to improve operational efficiency
- Review and analyse forecasts, sales, performance data and customer insights, delivering detailed reports and evidence-based recommendations

QUALIFICATIONS & EXPERIENCE:

- Tertiary qualification in Business Management or similar discipline preferred
- Relevant experience in wine business and estate management
- Experience managing a large and multidisciplinary team, in-line with current workplace regulations and practices
- Track record of developing brand and customer experiences in a wine and hospitality environment
- In-depth knowledge of national and global wine styles and trends

REQUIREMENTS:

- Business and financial acumen
- Leadership and mentoring capabilities
- Excellent communication skills
- Ability to engage effectively with a range of audiences
- Innovative and results-driven
- Capacity for light domestic travel
- Valid driver's licence

KEY INTERACTIONS:

INTERNAL:

- Chairman
- Managing Director
- CFO
- Hospitality & Events teams
- Cellar Door team
- Sales & Marketing teams

EXTERNAL:

- Consumers & customers
- Local community & service providers
- Suppliers & contractors
- External consultants
- Sponsorship partners
- Industry bodies & associations
 - Wine

- Winemaker
- Vineyard Manager
- Related family-owned businesses
- Trade & Media
- Regulatory & government bodies
- Distributors
- Tourism
- Hospitality