

## POSITION DESCRIPTION:

### DIRECT TO CONSUMER SALES MANAGER – MARNONG WINES

Marnong Wines are continuing to expand operations, with their new state-of-the-art winery set to be unveiled in the coming months and additional vineyard developments underway. The winery also includes a private dining room that will host premium wine events, offering an up-close view of the winemaking process.

In the next stage of growth plans, Marnong Wines are focused on further evolving the brand to include a new wine club and upgrades to the cellar door, offering a range of tasting options and wine experiences.

As part of the Marnong Wines team, this role will jointly report to both the Winemaker and the Vineyard Manager, who co-manage and oversee all production and wine business assets. The Direct to Consumer Sales Manager for Marnong Wines will be responsible for developing and managing the DTC sales and brand strategy, building strong customer engagement and driving continual growth.

## DUTIES & RESPONSIBILITIES:

### Cellar Door

- Manage Cellar Door operations and staff, providing oversight and direction
- Build a strong and effective team, providing ongoing training and hands-on support as required
- Develop and manage the Cellar Door sales strategy, driving visitation and maximising revenue generation
- Curate tasting options and wine experiences, aligned with brand and sales strategies
- Manage online wine shop content and DTC inventory
- Ensure compliance with all regulatory and licensing requirements
- Develop and implement SOPs and process improvement strategies, performing regular reviews of all operations and systems
- Leverage Marnong Estate assets, working with the broader Marnong team to achieve collaborative and productive operations

### DTC Strategy & Wine Club

- Develop and implement a comprehensive DTC strategy, driving sales and customer engagement
- Develop and execute DTC campaigns in collaboration with the Marketing team
- Establish and launch the new wine club, implementing a strategic growth plan to increase membership, engagement and revenue
- Develop and manage wine club campaigns, offers and engagement, including all related materials
- Plan and execute wine club events, both on the estate and externally
- Identify and assess opportunities for growth and development
- Manage and grow the CRM database

- Represent the brand at trade and industry events, liaising with associations and organisations

### Finance & Reporting

- Manage budgets, controlling expenditure and meeting sales targets, to optimise profitability
- Assist with the development of budgets and sales targets, providing reports, forecasts and analysis
- Review performance data and customer insights, delivering detailed reports and recommendations
- Develop key reporting mechanisms to ensure measurable growth

### QUALIFICATIONS & EXPERIENCE:

- Tertiary qualifications in Marketing, Business or related discipline, highly desirable
- Previous experience in a similar role in the wine industry
- Track record of developing and implementing DTC campaigns; sales and marketing plans; and communication strategies
- Current Victorian Responsible Service of Alcohol (RSA) accreditation
- Advanced knowledge and understanding of wine styles and trends – WSET or similar wine appreciation course, is desirable

### REQUIREMENTS:

- Excellent communication and conflict resolution skills
- Team leadership and management skills
- Highly developed customer engagement and relationship building skills
- Commercial and financial acumen
- Attention to detail and critical thinking
- Driven and innovative
- Ability to work autonomously and part of a team
- Flexibility to work weekends, evenings and holidays, as required
- Capacity for light domestic travel
- Valid driver's licence

### KEY INTERACTIONS:

#### INTERNAL:

- General Manager
- Production team – Winery & Vineyard
- Sales & Marketing team
- Finance & HR teams
- Estate & Hospitality teams

#### EXTERNAL:

- Customers / Consumers
- Suppliers
- Distributors
- Trade & media
- Wine industry associations & bodies