

Job Title: General Manager

Company: New Kent Winery and Talleyville Brewing Company at Dombroski Vineyards

Location: New Kent, Virginia, USA

Summary:

New Kent Winery and Talleyville Brewing Company at Dombroski Vineyards is a one-of-a-kind Virginia farm winery and farm brewery operation, offering premium wines and craft beers located just a mile and half off Interstate 64 between Richmond and Williamsburg. We are searching for a General Manager to provide general oversight and management of the daily needs of the Winery, Brewery, Farm/Vineyards, Wine and Beer Production Facility, Tasting Room, wine sales, wine club, and overall general operations of the business. The General Manager is the primary contact for the Manager of Brewery Operations, Tasting Room Manager, Vineyard Supervisor, facilities maintenance team, partners and vendors, and will work directly with and for the Winery Operations Manager.

Responsibilities and Duties:

- Operations
 - Maintains a classy, welcoming environment where customers can learn about the wine and beer, taste and compare wines, beers and foods.
 - Works with the Tasting Room Manager to implement and conduct ongoing wine, beer and merchandise training and train all tasting room staff on sales systems and sales techniques in order to increase tasting room and retail store sales.
 - Maintains staffing levels in all areas of operations and ensures training and safety measures are continually applied.
 - Sets a scheduling system for all employees and communicates the work schedule to all personnel.
 - Assigns operational tasks for every Manager on a daily, weekly, monthly basis.
 - Monitors and tracks wine, beer and supply inventory.
 - Ensures merchandise is priced properly and is visually appealing.
 - Collects and submit inventory, sales and tax data to the bookkeeper utilizing the MarketMan and QuickBooks Systems.
 - Supervises the ordering of all vineyard, winery, brewery and tasting room supplies.
 - Ensures all work areas, public grounds, vineyards, buildings and equipment are maintained, working and in good repair and compliant with appropriate regulations.
 - Ensures Production/Manufacturing operations grow to raise revenue levels

for overall business and expands to new business lines relating to wine and beer production.

- Provides general oversight of the Wine Club, Beer Mug Club and working with the Tasting Room Manager to project and monitor sales, manage and increase membership, ensure delivery, communicate with members to receive feedback, create specials and programs to increase sales.
- Delegates lower-level tasks to staff and ensures quality performance.
- Sales & Marketing
 - Manages the various sales channels to ensure a balanced sales growth that is manageable and anticipated.
 - In collaboration with leadership, creates, coordinates and executes events to increase sales. This includes wine parties, special member events and tastings, off site events, and facility rentals.
 - Cultivates and maintains quality relationships with customers that include private individuals, corporate event coordinators, destination management companies, winery vendors, colleagues and management.
 - Participates in Networking Events, Association, Concierge, and Networking Meetings to promote referral business.
 - Works with the Board of Directors, Management Team and Marketing Firm assists in creating and implementing a marketing plan and strategies, ensuring that the website and all collateral marketing support the winery and brewery image and branding.
- Finance & Administration
 - Works with the Winery Operations Manager to develop budgets, sales forecasting, distribution systems for wine and beer with a tracking system that is simple, yet provides the details needed to quickly respond and course correct when needed.
 - Monitors and controls expenses, implements business processes and forms to support effective financial management.
 - Performs office duties, including telephone and mail communications.
 - Participates in management team and staff meetings.
 - Interacts with Bookkeeper on issues regarding employee pay, vendor billing and all operational related bills and revenue.
 - Oversight duties associated with staffing such as recruitment efforts, reviewing employment applications, hiring and firing, verifying I-9 documentation, forwarding documentation to Bookkeeper for processing, and conducting new employee orientation.
 - Assists in the maintenance, development and implementation of the Employee Handbook and Operations Manual.
 - Proactively intervenes and resolves actual or potential employee relations/morale problems, coordinating with the Winery Operations Manager.
 - Participates and consults with Winery Operations Manager regarding

corrective disciplinary matters to ensure acceptable levels of performance and conduct.

- Coordinates employee problem solving and disciplinary procedures in compliance with company policies and procedures.
- Forwards any EEO complaints to the Winery Operations Manager for investigation.
- Maintains compliance with federal and state regulations concerning employment.

Qualifications and Skills:

- Minimum of 5 years of experience as a manager in the winery/vineyard/brewery industry.
- BA degree in a related field is preferred.
- Strong background in winery, vineyard, and production management and operations including wine production, vineyard management, tasting room retail sales, distribution, customer service, marketing, and coordination.
- Intimate knowledge of the Virginia wine industry, retail, hospitality, and tourism.
- Strong oral, written, and interpersonal communication skills.
- Decisive leader with the ability to quickly resolve issues independently.
- Exemplary customer service standards, willing to “go the extra mile” to satisfy clients.
- Ability to remain calm under pressure, yet thrive in a fast-paced, changing environment.
- Self-motivated and highly organized.
- Ability to work evenings, weekends, and holidays when necessary.
- Must be able to lift 50+ lbs., stand for extended periods, and sit for extended periods.
- Must have no alcohol related convictions.

Compensation and Benefits:

- \$75,000 - \$90,000+ annual salary
- Company subsidized medical insurance
- SIMPLE IRA
- Paid Time Off (PTO)
- Paid holidays
- Casual work environment