



Apply your leadership as our MEMBERSHIP & SPECIAL EVENTS COORDINATOR in “the most exciting wine growing region in the country.”

OVERVIEW

Analemma Wines is looking for an ambitious sales professional to lead sales and hospitality for our membership and to oversee special events through our summer season. The mission for this role is to grow our membership through creative and effective sales strategies and by delivering exceptional member experiences, and to execute special events to our stated program goals. The result will be increased financial performance of both sales channels.

OUR OFFER

Work / Life Balance:

Would you like to combine your passion for wine with your passion for life? The Columbia Gorge has been called the most exciting wine growing region in the country. As a National Scenic Area, it is also one of our country’s recreational meccas. If you are reading this post you obviously have a passion for wine. What are your other passions? Hiking, fly fishing, gravel biking, wind sports, trail running, and kayaking are 6 minutes from our winery. In the Columbia Gorge this lifestyle is literally at your fingertips, on the way to and from work. Our unique location helps achieve a balanced lifestyle in one of the nation’s most bountiful agricultural regions, rich with artisan culture.

Wellbeing and Retirement:

This position includes health insurance coverage, dental insurance, contribution to a retirement savings account, paid sick days and paid time off.

Professional Development:

We know that investing in our leaders at Analemma will bring us closer to our own goals. To grow necessary skillsets and to stay competitive in the industry, we will provide financial support for education that will grow the applicant’s understanding and capabilities around hospitality and sales.

Additional Perks:

Begin your complimentary Coterie membership the day you begin at Analemma! Your joining the team also qualifies you for employee pricing on all Analemma purchases.

Financial Foundation:

Competitive pay commensurate with job title and experience. The compensation package for this position includes a strong bonus program in addition to a base salary.

WHO WE ARE

Analemma Wines is a Biodynamic certified grower-producer and values driven winery in the heart of the Columbia River Gorge. We produce characterful wines and offer unforgettable experiences on our estate, where we inspire curiosity about the natural world through guest adventures in our vineyards, cherry orchards, and lavender fields. Analemma is a place where our guests create genuine connections that foster life and build a community connected by a shared interest in intentional winegrowing. Using regenerative methods in both the field and in the cellar, we are proud to capture a transparent expression of the Mosier Hills terroir. Core values guide the environment we cultivate in our workplace, encouraging each member of our team to reach their growth potential and goals.

WHO YOU ARE

Values driven work fuels you and you cannot imagine committing your time and sales expertise to a business that is not first rooted in what it believes. The work of building a membership offering that continuously surprises and delights excites you because of your care for people and community. You are a creative thinker who seeks ways to engage members and guests in an authentic and educational way, both digitally and in-person. Decisions to invest time and capital into new or existing sales strategies are backed by the data your curiosity drives you to seek. You are an overly competent communicator, in-person and through your writing. Identifying the intersection of what prospective members want in terms of what we offer is like doing the daily crossword for you. Rolling up your sleeves and working shoulder to shoulder with the team to do everything it takes to bring an idea and a feeling to life? Absolutely, no-one has to ask you twice.

YOU ARE A GREAT FIT FOR THIS POSITION if you...

- Have past direct sales experience and are excited by working closely with customers
- Are competent with computer, email and CRM systems and can quickly learn new systems
- Willing collaborator with fellow team members and outside stakeholders
- Desire to work for a values driven brand
- Are able to work one weekend day per week
- Able to lift 40lbs and stand for extended periods of time
- Dependable, timely, and detail oriented

If you are interested in this position, please send a resume and cover letter to drinkwell@analemmawines.com.



Λ N Λ L E M M Λ

Membership & Special Events Coordinator Detailed Position Description

MEMBERSHIP - ACQUISITION, RETENTION, MARKETING & STRATEGIC PLANNING

Marketing & Planning

- Maintain Annual Marketing and Activities Calendar based upon previous year's activities and new initiatives (marketing, production/assembly, event logistics/vendors, & reporting/analysis).
- Develop and execute key initiatives focused on member retention and referrals.
- Develop copy for newsletters and promotions, in keeping with current scheduled correspondence, templates, and brand expression. Work with Kris to continue evolving brand voice.
- Work with Kris and Steven to determine new release composition with adequate lead time for production (bottling, labeling, creation of tech sheets and new SKUs in Commerce7).
- Coordinate With Cellar Door Team to keep staff apprised of membership benefits, email promotions, and activities at the winery that help drive membership. Work with front of house team to utilize our Cellar Door as a Coterie recruitment vehicle with goals and rewards.
- Regularly appraise Cellar Door team of membership initiatives in person ahead of service.

Systems & Administrative

- Respond to customer inquiries by phone and email within 24 hours on work days.
- Maintain up-to-date details for members in Commerce7, including billing & shipping information, notes, spouse's contact, and other pertinent information. Reach out for missing information.
- Manage Bundle Planning, Assembly and Processing. Build bundles in Commerce7 for batch processing and run per membership type. Update documentation and create exceptions log for members with special requests. Develop protocols for pick up-members that switch to ship and vice versa.
- Coordinate Member Wine Pick Up & Shipping. Create a strategy and system for the team to clearly indicate member fulfillment of new release pick ups. Regularly monitor remaining pick ups to ensure accuracy, inventory availability, and effective use of storage spaces. Organize shipments and monitor all packages for delivery, corresponding with members before and during shipping.
- Utilize Commerce7 reporting tools to understand member purchasing preferences and use to forecast future activities based on that information.
- Understand inventory and related logistics when forecasting wine to include in bundles, including classic packs and for customizations. Coordinate with the team to ensure packaging is complete. Develop strategy and calendar to release skus to members and non-members. Leverage existing library inventory to grow and retain the membership. Coordinate with production team to complete monthly inventory and update in Commerce7.

Strategy & Reporting - 🌟 *Of significant importance!*

Provide ideas, insights and collaborate with owners to:

- Leverage systems in place to accurately understand the current state of the membership and identify past trends to forecast future sales and marketing activities. This currently includes Commerce7 queries and reports, community benchmark, internals reports (ie. inventory)
- Create and implement a strategic growth plan:
 - Evaluate current benefits including response from 5/2022 Member Survey.
 - Draft 3 year plan for membership growth. Clearly define strategy and structure for continued development of membership experience and benefits.
 - Continue developing policies to streamline decision making and response.
 - Forecast wine production requirement to grow membership to desired level.

Hospitality & Events

- Have a regular presence in our Cellar Door to meet and serve members through tasting experiences and events.
- Coterie Event Planning & Execution. Oversee all aspects of events and on-going series, including invitations, vendors, staff, decor, and sales promotions. Publish event dates in advance and market them to Coterie.
- Create promotional material for membership and collaborate with Tasting Room Manager to design experience touch points that drive sign ups. Create membership collateral that effectively sells the membership to onsite guests & assist creating staff training materials that relate to membership.
- Track sales and create goal board for staff in regards to membership. Review and continue to develop straightforward rewards system with a stipend or perk.

SPECIAL EVENTS - SALES OUTREACH, COMMUNICATION, CONTRACTS, DAY OF COORDINATION

Marketing and Sales

- Assist in refining marketing materials for our special event offerings.
- Communicate with prospective clients to answer questions, finding the answer to specific questions about client requests.
- Assist writing contracts that clearly specify special event terms using our template.
- Take payment on the appropriate timeline and through the delineated sales channel.
- Provide up to date marketing information for publication on our website and in PDF brochure.
- Utilize photography & material from special events to continue evolving our event marketing.

Onsite & Day Of Coordination

- Host site visit and walk through with guests, when applicable.
- Day Of coordination for set up and break down, including management of event staff working and touch points with clients' designated event ambassador.
- Communicate with select vendors and communicate any special supplies required for clients.
- Oversee Day-Of wine sales and new memberships sign ups related to special events.
- Keep record of pertinent details related to special events, including inventory.