Tasting Room & Wine Club Manager

Position Type: Full-Time (Includes weekends, holidays, and event evenings)
Reports To: Owner
Compensation: Salary based on experience and skills, plus performance incentives

About Us

Boathouse Vineyards is a small, estate winery on the Leelanau Peninsula. We are a farm-first operation focused on making wines that reflect our region and our commitment to sustainable farming. Our estate vineyard is currently transitioning to USDA Organic certification. We are building a winery that puts equal emphasis on healthy soil, high-quality wine, genuine hospitality, and real relationships with our customers.

We are looking for a motivated, organized, and hospitality-minded manager to oversee our daily guest experience, run our wine club, and help our small business grow.

The Role

This is a hands-on position in a tight-knit winery, meaning you will work closely with the owner and winemaker and manage a small team of fewer than 10 part-time staff. The right person will genuinely enjoy pouring wine on the floor, leading a team, keeping operations organized, and building systems that help our club and tasting room thrive.

Key Responsibilities

Tasting Room & Team Leadership

- **Guest Experience:** Ensure every visitor has an exceptional experience by cultivating a welcoming, knowledgeable, and unpretentious environment.
- **Floor Leadership:** Spend significant time on the floor leading by example—hosting guests, pouring tastings, and sharing our story.
- **Staff Education:** Train part-time staff on Boathouse wines, our winemaking style, vineyard practices, and our organic certification journey.
- **Leadership Development:** Intentionally develop and mentor senior staff members to step in as the reliable "go-to" leadership presence when you are away from the winery.
- **Sales Growth:** Identify natural opportunities to increase wine sales and guest spending without being overly aggressive or "salesy."
- **Operations & Standards:** Keep the tasting room clean, organized, and inviting. Manage daily opening/closing procedures, cash handling, and restocking schedules.

- **Retail Clothing:** Oversee display setups, inventory tracking, and purchasing coordination for our retail clothing line.
- **Food Program:** Continue the creative development, sourcing, and consistency of our small plate food offerings.
- **Staffing:** Handle hiring, training, and weekly scheduling for our lean part-time team.

Wine Club & Customer Communications

- **Member Connections:** Build genuine relationships with our club members to keep them feeling connected to the winery.
- **Club Communications:** Draft, segment, and schedule targeted email campaigns tailored specifically for our wine club members.
- **Club Administration:** Manage day-to-day club logistics, including enrollment, database updates, member inquiries, billing, and cancellations.
- **Allocations:** Work with the winery team to coordinate club allocations, shipments, and pickup logistics.
- **Exclusive Experiences:** Organize wine club pickup events and creative, member-only experiences that drive retention.

Sales, Marketing & Community

- **Team Collaboration:** Work closely with the owner and winemaker to support overall tasting room and direct sales goals.
- **General Public Emails:** Write and coordinate regular email updates sent to our general public customer list regarding seasonal hours, news, music events, and winery updates.
- **Digital Outreach:** Manage our social media accounts, creating and posting authentic content from the tasting room, winery and vineyard to help drive foot traffic.
- **Music Events:** Help manage scheduling, logistics, and on-site coordination for our live music events.
- **Feedback Loop:** Listen to our guests, gather direct feedback, and communicate trends or product opportunities back to the winemaking team.

What We’re Looking For

- **Personality:** Warm, personable, and someone who genuinely enjoys hospitality and connecting with people.
- **Communication:** Confident talking about wine with both complete beginners and experienced wine drinkers.
- **Work Style:** Well-organized, detail-oriented, and able to manage multiple daily responsibilities. Comfortable working independently and taking initiative.
- **Team Mindset:** A low-ego approach with a willingness to pitch in wherever needed in a small winery environment.
- **Experience:** 2+ years managing a tasting room, restaurant, premium retail store, or hospitality venue is a plus.

- **Industry Tools:** Comfort navigating winery POS software (like Commerce7), customer databases, and basic social media or email marketing tools.
- **Physical Ability:** Able to stand for long shifts and repeatedly lift and move wine cases weighing up to 40 pounds.
- **Schedule:** Absolute availability to work weekends, holidays, and occasional evenings for events.

Contact

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