



Are you an entrepreneurial, fine wine lover with the ability to educate, sell and build a direct to consumer business? Deutsch Family Wine & Spirits' currently seeks a Direct Sales Manager who possesses the below.

One of the most exciting new jobs in the world of fine wines, this Direct Sales Manager will (1) launch and grow a winery mailing list, wine club, and online sales business, (2) act as a brand ambassador, educator and salesperson at events across the country.

Working on two high-potential, fast-growing wine brands, we are looking for an experienced direct to consumer entrepreneur who is passionate about wine, committed to growing a booming direct business, and with the experience to move quickly.

Qualifications:

- A Bachelor's degree (required)
- Five or more years of experience in Wine Club Management/Administration
- Creative thinking and knowledge of how to gain loyalty from customers
- The ability to work well in a team environment
- The ability to work well under pressure and independently
- The ability to think strategically for long-term initiatives to provide top quality service and customer experiences, while managing tactical operations that maximize revenue and profit
- Organizational skills; and ability to manage multiple tasks in a timely and professional manner; proven ability to meet or beat deadlines
- Ability to problem-solve and achieve good solutions to daily challenges
- Analytical capabilities and financial acumen to track and assess business drivers, and deliver quality reports using Excel, inventory management systems, and CRM; a knowledge of AMS is preferred
- Advanced writing and communication skills with a polished, professional presentation
- Commitment to excellence and acute attention to detail
- Experience with customer and order data mining using software management system
- Wine knowledge and familiarity with wine, food and tourism industry
- Knowledge of state wine shipping laws and regulations
- Advanced knowledge of Microsoft Office
- Courteous and professional telephone manners
- The flexibility to work different schedules/hours when necessary
- A willingness to perform any other jobs and duties deemed necessary by management
- A professional demeanor and appearance



- Must be able to lift and carry 40 lbs

Responsibilities:

- Wine Club membership and growth, developing promotional materials, offer letters and shipment schedules, monthly promotions, member events, transferring and tracking wines and member services
- Accountable for consumer database marketing and growth of E-commerce and Telesales business. Builds relationships with production, marketing and PR to identify new, and optimize existing, consumer direct programs. Assist in determining viability of consumer direct programs
- Will contribute to social media and online strategies and execution for both brands, including content development and publication, regular news updates and delivery of dynamic content
- Manage a promotion, travel, and expense budget and ensure strict controls on product inventory
- Provide excellent customer service and collaborate well with management, ownership, the PR & Marketing team, and national sales team as needed
- Providing consumers with best-in-class wine experiences, with attention to detail on all consumer-facing interactions and promotional materials, creativity in presenting brand messages and the wines to consumers, and a focus on upscale experiences
- This Job will be located in Calistoga, CA

If your background and experience meet these qualifications and you want to join a dynamic industry, please [click here to apply](#).

Deutsch Family Wine & Spirits is a family owned business committed to cultivating an environment in alignment with the company's values, mission, and vision. Our professional staff plays an important role in the company's continued growth and success. We offer competitive compensation, excellent benefits, and opportunities for advancement in a collaborative environment.

Deutsch's wine and spirits are sold to the trade with well-planned marketing support and offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and ability to identify and fill consumer niches within the wine and spirits category. They have built numerous category leaders including: the #1 selling brand in the US, the #1 imported brand in the US, the #1 Australian brand in the US, and the #1 French brand in the US. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirits industry.

Deutsch Family Wine & Spirits is an Equal Opportunity Employer.

Learn more about Deutsch Family Wine & Spirits at [www.deutschfamily.com](http://www.deutschfamily.com)