



### **DTC Manager**

Our family winery is currently seeking a dynamic, tech savvy, highly detail-oriented and organized individual to join our small, passionate, direct-to-consumer team in helping our family business reach new heights. We're seeking an analytical mind with a love for customer interaction, who loves working in a fast-paced environment, and is hungry to showcase their skills, knowledge, and experience by helping a high-performing DTC team be more successful.

You will be an integral part of our winery team focused on delivering accelerated growth in our wine club, phone and e-commerce channels while simultaneously developing and maintaining customer relationships at every touchpoint. You'll play a strong role in driving innovative short- and long-term plans to increase sales, acquire and retain club members, and make sure that every customer is satisfied with their experience.

You're probably in a winery DTC Manager position now with 6-10 years of strong direct-to-consumer experience. Perhaps the scope of your current responsibilities is very narrow, or you are possibly being stifled by a corporate culture. If you've been in a DTC role where you were responsible for P&Ls and delivering or exceeding annual budgeted revenue, and you have provided leadership and development for a customer service team, this role might be a great fit for you. DTC wine industry experience is required.

#### **RESPONSIBILITIES INCLUDE:**

- Analyze and effectively utilize data to develop strategies and tactics for increased sales and profitable growth in the DTC sales channel.
- Partner with DTC and Marketing teams to develop annual direct sales business plans including objectives, strategies, tactics, annual case volume & revenue goals and operating expense budgets.
- Track and forecast sales data to accurately project and attain budgeted goals. Provide key metric scorecards to applicable parties with strategies for improvements and development.
- P&L accountability and strategic leadership over the direction of the wine club and related DTC operations.
- Develop, budget, and manage programs focusing on direct-to-consumer sales, customer retention, brand integrity, program profitability and retail consumer to wine club member conversion.
- Works to ensure 100% DTC customer service coverage and actively assists with customer service efforts, requests, and calls as needed.

Does this sound like the type of role you would like to learn more about? **Send your resume and cover letter to [careers@drycreekvineyard.com](mailto:careers@drycreekvineyard.com).**