

# Wine Club Coordinator



## About Us

SpearHead Winery is a boutique winery focused on producing premium Pinot Noir, Chardonnay, and aromatic whites. Located just ten minutes from downtown Kelowna in Southeast Kelowna, SpearHead is known for its quality-driven approach, strong hospitality culture, and growing direct-to-consumer (DTC) business.

We are expanding our team and seeking a motivated, detail-oriented individual with a strong passion for wine, hospitality, and customer relationships to take primary responsibility for our Wine Club while also supporting online and DTC sales.

## Position Overview

The Wine Club Coordinator is responsible for managing the full Wine Club lifecycle and ensuring an exceptional member experience, while also playing a key role in supporting online sales and day-to-day winery operations. This is a full-time, salaried position designed to support consistent, year-round workload and operational continuity.

This role is well suited to someone who thrives in a fast-paced environment, enjoys multitasking, is confident with technical systems, and genuinely enjoys engaging with guests and members. The Wine Club Coordinator works closely with the Wine Shop Manager and broader sales and marketing team.

## Key Responsibilities

### Wine Club Management

- Monitor and manage the full member lifecycle, including acquisition, conversion, retention, and churn; provide insights and reporting.
- Lead all Wine Club releases, including setup, allocations, billing accuracy, fulfillment, and post-release follow-up.
- Develop and execute member-focused communications, including newsletters, release notes, reminders, and updates.
- Serve as the primary point of contact for Wine Club members, responding to all club-related emails and phone inquiries in a timely and professional manner.
- Engage proactively with new and existing members to build relationships and ensure understanding of benefits and offerings.
- Identify and address "high-risk" members to minimize turnover and support retention.

- Gather and report member feedback to support product planning and service enhancements.
- Lead member-exclusive events, elevated VIP experiences, and third-party collaborations.
- Develop and implement new elevated Wine Club and VIP experiences.
- Coordinate and conduct VIP, Wine Club, and group tours as required.
- Train and support staff on effectively communicating and promoting Wine Club benefits.

### **Online & Direct-to-Consumer Sales**

- Support and manage online sales through the winery's e-commerce platform, including order processing, customer communication, and coordination of packing and shipping.
- Assist with POS and e-commerce optimization, including product setup, club configuration, release workflows, and inventory accuracy.
- Monitor online inventory levels in collaboration with the Wine Shop Manager.
- Support online promotions, limited releases, and seasonal sales initiatives in collaboration with marketing.
- Ensure accuracy for online orders, shipments, refunds, and related records.
- Support the Wine Shop Manager with daily operations, inventory support, and floor leadership.
- Help foster a positive work environment for seasonal wine shop associates and ensure wine shop cleanliness standards are maintained.
- Provide operational coverage for the Wine Shop Manager during periods of vacation or absence, ensuring continuity of day-to-day business operations

### **Qualifications**

- Previous supervisory or management experience, preferably in hospitality, wine retail, or DTC sales.
- Wine education of WSET Level 2 (or equivalent) or higher.
- Strong technical aptitude and comfort managing CRM databases, POS systems, e-commerce platforms, and reporting tools independently (experience with Commerce7 is an asset).
- Excellent written and verbal communication skills.
- Strong organizational skills with the ability to multitask and manage competing priorities.
- Ability to work independently and as part of a team.
- Ability to periodically work weekends, holidays, and occasional evenings to support events, releases, and peak periods.

- Comfortable hosting small and large groups.
- Serving It Right Certification (mandatory); Food Safe Certificate considered an asset.
- Ability to lift up to 40 lbs, manage stairs, and remain on feet for extended periods.

**Compensation & Start Date**

- Full-time, salaried position.
- Target salary: approximately \$50,000 annually, commensurate with experience.
- Preferred start date: February 2026.

SpearHead Winery offers meaningful opportunities for professional growth. The role may evolve based on the strengths of the successful candidate, with potential for expanded responsibilities in sales, marketing, or cellar operational areas over time.