



## **Tasting Room Manager**

*Silverback Estate Winery – Silverton, OR*

**Hours**                      **Salary**  
80% - Full Time              DOE

### **About Us:**

Silverback Estate Winery [www.silverbackwine.com](http://www.silverbackwine.com) is a small, boutique winery nestled in the heart of the Willamette Valley in Silverton, OR. Our tasting room overlooks Silverton and her hills. We are looking for an energetic team member to help us get started and open our Tasting Room.

### **Position Overview:**

We are seeking an engaging, charismatic and entrepreneurial Tasting Room Manager who will be the face of our winery, managing daily tasting room operations, planning and executing events, and driving marketing efforts. This role is ideal for a multi-tasker who thrives in a dynamic environment and enjoys the freedom and hands-on work of a small winery.

### **Key Responsibilities:**

- Manage tasting room activities, including reservations, sales, and providing exceptional hospitality to all visitors.
- Build and maintain relationships with new and existing customers, enhancing their experience both in the tasting room and online.
- Develop and implement strategies to increase tasting room traffic, sales, and Wine Club memberships.
- Oversee, schedule, train, and manage the part-time tasting room staff.
- Collaborate with our team members to enhance Silverback’s digital presence through newsletters, social media, and website updates.
- Boost online sales through targeted email and social media marketing initiatives.
- Manage local inventory and participate in both industry and Silverback events.
- Foster partnerships with local businesses, including restaurants and hotels, and participate in industry organizations.
- Translate the vision and story of Silverback into engaging customer experiences.

### **Desired Skills and Experience:**

- An entrepreneurial spirit with a passion for creating memorable guest experiences.
- Strong customer service skills and a proactive, self-motivated attitude.
- Effective communicator with the ability to engage with customers in person, via phone, and through digital channels.
- Strong organizational skills with attention to detail.
- Knowledge of the wine industry, with a background in wine education or equivalent experience.
- Proficient in digital tools (MS Office suite, Teams/Zoom, POS systems) and digital marketing.
- Comfort with public speaking and presenting to groups.
- Vineyard experience while not required is advantageous.

### **Role Requirements:**

- 80% to Full-time position, including weekends
- Ability to lift and carry up to 40 lbs.
- Must be at least 21 years old with a valid driver’s license.
- Flexibility to work Holidays

**Benefits** for full time employment include medical, vision, dental reimbursement plan, 401k and 401k match. Paid PTO and sick leave.

Please email resumes with cover letter to [Jobs@silverbackwine.com](mailto:Jobs@silverbackwine.com)

Visit our website  
[www.silverbackwine.com](http://www.silverbackwine.com)