

A Z H A D I  
V I N E Y A R D S

EX NIHILO

## ***Hospitality Manager, Wine Experience & Retail***

Azhadi Vineyards is a new winery under construction and scheduled to open Summer 2025 in Kelowna, BC. Azhadi Vineyards is a privately held company within the Azhadi Group, a group of companies which develops and operates wineries and vineyards throughout the Okanagan Valley, including the established Ex Nihilo Vineyards in Lake Country, BC.

We seek to provide meaningful work and create meaningful relationships. We respect people; we communicate openly; we are team players; we are accountable; and we are trustworthy.

**We strive to deliver best in class, beautiful experiences to our people and our guests. Gratitude is at our core; whether it be the land, the opportunity, or the people who we work with and visit us. We are building an environment where people come together, feel valued and will grow in their respective career paths.**

Azhadi Vineyards is now hiring for its first season and is accepting applications for Hospitality Manager, Wine Experience & Retail. The Hospitality Manager, Wine Experience & Retail is a dynamic leadership role responsible for overseeing the Wine Experience team, enhancing guest experiences, and driving wine sales. This position requires a hands-on leader with a passion for wine, exceptional hospitality skills, and the ability to manage daily operations in a high-volume setting. The Manager will work closely with senior leadership to implement sales strategies, staff development programs, and ensure seamless service for both regular operations and special events.

### *Essential Job Functions:*

- Lead and develop the Wine Experience team by creating a supportive and positive work environment that encourages collaboration, creativity, and enthusiasm. Responsibilities include scheduling, task delegation, and performance monitoring.
- Implement and oversee engaging staff training programs, ensuring a strong understanding of wine knowledge, service etiquette, and sales techniques.
- Foster a high-performance positive team culture by coaching and mentoring staff to enhance guest engagement, drive sales and create memorable experiences
- Execute sales strategies to meet or exceed targets for wine sales, wine club memberships, and merchandise sales.
- Oversee wine club sign-ups with an emphasis on relationship-building, crafting and implementing strategies to boost membership growth and retention.
- Responsible for inventory control of wine, merchandise, and wine experience supplies, ensuring accurate records and timely replenishment.

- Facilitate guest interactions, leading wine experiences and providing an engaging, educational experience tailored to different levels of wine knowledge.
- Oversee product displays, ensuring alignment with brand standards and seasonal promotions.
- Ensure seamless daily operations, including opening and closing duties, cash reconciliation, and maintaining a clean, organized environment.
- Maintain compliance with health, safety, and liquor license regulations, training staff on proper protocols.
- Support winery events, assisting in setup, guest engagement, and post-event wrap-up.
- Serve as a key point of communication between Wine Experience Associates and management, implementing new policies and procedural updates.
- Address customer inquiries and complaints with professionalism and efficiency, ensuring a positive resolution.
- Assist with marketing efforts by supporting social media content, promotions, and guest outreach initiatives.

*Requirements & Competencies:*

- Previous experience in hospitality or retail management, preferably in a winery or fine dining setting.
- Strong leadership and team-building skills, with the ability to inspire and motivate staff.
- Passion for wine, with knowledge of tasting techniques, vineyard practices, and food pairings.
- Wine education such as WSET Level II (or ability to obtain)
- Excellent communication and interpersonal skills, fostering strong guest relationships.
- Proven ability to drive sales and meet revenue targets.
- Highly organized, detail-oriented, and able to manage multiple priorities in a fast-paced environment.
- Experience with POS systems, CRM tools, and inventory management software is an asset.
- Flexible availability, including evenings, weekends, and holidays.
- Valid BC Serving It Right certification (or ability to obtain).
- Legally entitled to work in Canada.

*Physical Requirements:*

- Ability to lift and carry up to 50 lbs. repeatedly.
- Stand, walk, and remain active for extended periods.

Comfortable working both indoors and outdoors in varying conditions.

Position is entitled to receive gratuities and incentive bonuses.

Must be 19 years of age.

Start date is expected Spring – Summer 2025.

Apply with complete resume to [careers@azhadivineyards.com](mailto:careers@azhadivineyards.com)