

Retail Sales, Promotion & Farmers' Market Representative

Puddicombe Estate Farms, Winery & Cider

OVERALL POSITION DESCRIPTION

The Retail Sales & Promotions Representative is the front line and face of our business, responsible first and foremost for providing an extraordinary customer experience to every visitor who comes through our door, calls with questions or communicates electronically and represents our business at industry tradeshow, meetings and tastings. Our goal is to create an experience that our guests are eager to share with their friends and generate repeat visits.

A dependable, creative, outgoing, friendly personality with a strong knowledge of customer engagement is an absolute requirement. Also required are communications and computer skills and proficiency in Microsoft Office. Familiarity with point of sale software and a sincere interest in food and wine in addition to retail and merchandising experience is helpful but not required.

We are looking to hire Farmers Market Sales Associates that is OUTGOING, TEAM PLAYER, friendly, on time, reliable, and trustworthy! Who enjoys sales, good health, and farmers' markets for the spring, summer and fall season! This job is a full or part-time seasonal position. The farmer's market dates and locations vary. If hired, the persons filling this position will be given a set schedule starting in May- October.

The right candidate will be professional, able to engage with customers, and be friendly while promoting the company and informing customers about our products. This position involves working outdoors - rain or shine. The right candidate will be strong, able to lift 60 lbs. and able to lift other farmer's market equipment (coolers, pop-up tent, table, generator, tent weights, etc.) into our company van and drive it to the farmers market location you are assigned. Knowledge of fruit/veggie production/handling, serving and cooking food is preferred since this is a food sales position.

When applying, please indicate your availability, your specific skills and abilities that correlate with this position, and why you are interested in working with our company in your cover letter.

DUTIES

- Providing an extraordinary experience through a strong understanding of our wines, cafe/bakery/country store products, business story, and property and matching that information to customer desires.
- Promoting, attending and representing the estate at industry tradeshow, meetings, and tastings.
- Attending off-site pouring events through Niagara – Toronto, Kitchener - Guelph
- Able to handle group structured tastings of people between groups of 15-60.

- Assisting with social media posting that is on-brand and on-message; photography to accompany social media posts
- Running Point of Sale system and accurate accounting of End of Day reports
- Preparing and serving cheese/chocolate for private tastings and cheeseboards for sale; prepare lunch item and assist in café kitchen; item managing inventory of all products needed for each
- Maintaining the appearance of all the retail areas; making sure they are clean, fully stocked, organized, properly labeled and the displays are appealing to incoming customers.
- Work alongside the Assistant Kitchen Manager preparing and serving food in a timely, orderly fashion
- Maintaining a high level of cleanliness in the café, retail stores, tasting room and guest restrooms. Daily and weekly cleaning; prep for private and special events
- Managing cleaning supply needs and inventory
- Creating efficiencies wherever possible without diminishing the guest experience
- Proving creative insight, new ideas and suggestions for ways to enhance the customer experience, engage new customer audiences and grow the business
- Interest or passion for local fruit/veggies/food/wine and cider movement
- Sales, marketing and food experience is preferred
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HOURS

The Retail Store hours are open 9 a.m. – 5 p.m., May – December 23, January – April hours to be determined.

Market Hours vary depending on market days and operating times of each market.

Position provides for one weekend off per month, May through August.

All staff is expected to arrive no later than 15 minutes before the start of your shift and remain on site until end of shift

Occasional evening or earlier morning hours for special events, farmers' markets, trade shows, meetings and tastings.

Responsibilities and Duties

See Job description

Qualifications and Skills

- Passionate about the industry and able to thrive in a fast-paced environment while multi-tasking successfully.
- Strong organizational skills as well as excellent communication skills and demonstrated skills of tact and diplomacy when dealing with a diverse group of wine enthusiasts and visitors.
- Physically fit to meet the position's requirements of standing for long periods, lifting up to 60lbs and comfortable with working indoors and outdoors

- Must be someone who embraces people of all cultures and denominations, open minded, and sees others without passing judgment
- Confident with strong social behaviour, good in problem solving skills, a great team player
- Strong computer skills
- Smart Serve Certified
- Food Safety Certified
- Ability to stand for 7+ hours
- Clear police record check (vulnerable sector)
- Valid First Aid certificate
- Must be available to work evenings, and weekends, and holidays as required

Required license or certification:

- Driver

Job Type: Full-time