



JOB DESCRIPTION | TOUR HOST

A Grapeline Tour Host (otherwise referred to as a tour guide) is responsible for hosting and coordinating a pre-planned wine tour for an assigned group of guests. A Grapeline host acts as an agent of: hospitality, wine education, and as an ambassador for local points of interest. Tour Hosts report to a Department or Branch Manager.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

The Grapeline Tour Host carries out responsibilities in the following functional areas:

- **Leadership**
 - Hosts must be able to use all of the Grapeline's supplied resources to coordinate and execute a tour based on the guests assigned to the host and the itinerary assigned.
 - Accounts for a group of guests on tour by ensuring all guests are picked up for the start of their tour, accounted for through the day, personally served, attentively cared for, and returned to their drop off location at the end of the tour day.
 - Lead diverse groups of people, through a day of wine tasting; ensuring that the social atmosphere is lighthearted and comfortable for all guests.
 - In some cases a Tour Host must proactively diffuse conflict between people and/or plans gone awry.
 - Progressively guide guests through a time-sensitive itinerary ensuring that all points of interest are visited on schedule and that all of the tour amenities are provided to guests.
- **Coordination**
 - Must be able to take direction, and execute a plan, problem solve, and maintain a friendly and positive disposition through the entire work day.
 - Work with vendors and colleagues to present guests with the best accommodations and service at each point of interest.
 - Must be knowledgeable of the local area and all tourism-centric points of interest. Host must share this knowledge with guests, intermittently through the day as appropriate
 - Must be able to anticipate guest needs, identify problems or short comings in advance (then resolve them), and deliver five-star service.
- **Customer Service & Hospitality**
 - must provide excellent customer service (referred to as "guest service")
 - Should present themselves, professionally, in uniform; and should behave as a professional with all guests and with the general public.
 - must maintain a positive attitude and be willing to serve guests at any point.
 - will be on time to start locations, and safety-oriented while driving.
 - should be excellent communicators.
- **Wine Education**
 - Must be familiar with and comfortable talking about the history of wine, the craft of winemaking, wine country, and the how-to's of wine tasting.
 - Must have strong knowledge of local wineries with familiarization of winery offerings
 - Must be able to answer general questions about wine and to impart knowledge of wine

REQUIRED SKILLS

- Being flexible and proactive.
- Having good presentation skills.
- Being enthusiastic and friendly.
- Having good verbal communication skills.
- Being able to interact with people from different backgrounds.
- Having multiple language skills.
- Being able to work with a team.
- Having time management skills.
- Being able to retain historical facts.
- Having excellent knowledge about points of interest of specific cities.

REQUIRED EXPERIENCE AND QUALIFICATIONS:

- Demonstrated experience in service, hospitality and the wine industry
- Minimum of 1 year working in a hospitality or customer service role required.
- Inherently a strong communicator, problem solver, and relational.
- Possess a strong ethical business attitude.
- Naturally confident, trustworthy, fun, motivated, optimistic, and coachable.
- Maintain the integrity of sensitive data or information
- Must be tactful, diplomatic, and hardworking.

WORK ENVIRONMENT

The work environment changes from assignment to assignment. Tour Hosts are “step on” guides who board a shuttle with their assigned guests for a day of touring. This requires that the Tour Host work on board a moving vehicle, and on ground at various wine country destinations. The Tour Host works both indoors and outdoors. The Tour Host is actively standing and moving through the majority of the work day.

The physical demands described below are representative of those that must be met by the Tour Host to successfully perform the essential functions of this job:

- Bend, lift, carry, climb, push, stand, sit, walk, hear, and speak.
- Tolerate exposure to heat, cold, dust, humidity, and noise.

This is a non-exempt, part-time position with an expected 8-16 hours per week. The position will be expected to service either Sonoma Valley & Napa Valley, Paso Robles, Santa Ynez, or Temecula Valley - depending on your regional location.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.