



## VILLA VINEA

### General Manager & Administrator – Villa Vinea

At VILLA VINEA we have a passion for extraordinary wine!

As we are part of the Italian Ober Alp Group, we share an international mindset and focus on innovation, sophistication and craftsmanship. We like to think out of the box in finding new solutions and exploring new paths. Our work and our passion for wine are widely recognized as we are already one of the most decorated Romanian wine cellars.

Hence, we look for people that develop our philosophy and have a hands-on mentality and who bring out “Crama” on the next step.

<https://villavinea.com/v2/>

Please apply sending your CV to [mircea.matei@villavinea.ro](mailto:mircea.matei@villavinea.ro), +40.722.383.702.

#### JOB DESCRIPTION

Job title: General Manager with focus on sales & Legal Representative	
Direct Supervisor: Investor- Heiner Oberrauch	Functional Supervisor: CFO of the Group
Location: Mica, Mures	

#### SUMMARY OF POSITION

The General Manager shall conduct day-to-day management of the company in accordance with the strategy and budget agreed with the owner and his representatives, within the limits of the constitutive act and relevant legislation.

He will have a special focus on the commercial activities of the company (key accounts), building up a sales organization, coordinating and implementing directly the sales and marketing, communication and brand-building strategies and tactics.

#### MAIN RESPONSIBILITIES & ACTIVITIES

##### Company management & legal representation

- Be an ambassador of the Villa Vinea brand and its values.
- Lead the company by applying the strategy and development policy: business plans and strategies, financial plans, cost-saving plans, sales & marketing plans, investment plans, company's cooperation with other entities, research of business opportunities.
- Develop together with the ownership the company's strategy and implement the decisions. Fulfil the legal obligations of the Administrator as set out in the legislation.
- Manage the employment relationships motivate and support people in their activities and development. Responsible for selection, appointment, hiring, ensure the internal structure is in place, negotiation and execution of the labor contracts, responsibility for wages and bonuses.

- Represent the company in its relations with third parties – private companies or authorities, associations. Negotiate and conclude agreements (supply agreements, agreements with clients or services providers, etc.);
- Represent the winery with charisma and authenticity during events, winery tours, trade fairs, tastings and media appearances. Be available to host or attend key events also on some evenings and weekends.
- Identify subsidies opportunities, apply and implement financing projects.
- Inform periodically the owner about the company's activity and the status of the operations. Request approval for those operations which are subject to the decisions of the owner.
- Establish and maintain simple and efficient internal processes.

### **Commercial**

- Develop and implement commercial strategies designed to build Villa Vinea as a leading brand in the premium aromatic white wines in Romania.
- Plan the yearly sales budget by range, channels, regions or clients and activities (winery tours, grapes sales) and follow up implementation with the sales team. Coordinate the sales plans with the production plans.
- Hire, train, coordinate and manage directly the commercial department: sales team for distribution, own retail team, marketing and events responsibility.
- Build and maintain strong relationships with the clients, key people from the industry (wine influencers), influencers, media. Representing the company in events and media.
- Active in the market: clients' direct management: retail chains, online retail, export, corporate or other direct clients (regions which are not covered by sales representatives).
- Plan and implement premium events – at the winery or outside.
- Follow up the return of the payments from the customers, personally involved in recovering the due amounts, take legal action when necessary.

### **Financials & Reporting**

- Focus on keeping efficient operational and production costs.
- Negotiate discounts, payment terms with all the suppliers.
- Actively involved in budgeting and making internal reports.
- Supervise payments, pay salaries.
- Ensure the reporting for the owners is done (sales report, controlling report)
- Overall responsibility for P&L

### **HR**

- Create a positive culture in the company, based on: transparent and open communication, supporting the team, hands-on attitude and flexibility on the jobs, lead by example, focused on results.
- Build trust and stability in the company.
- Identify the development needs of the team and take actions to build the people.

#### QUALIFICATIONS / KNOWLEDGE / EXPERIENCE REQUIRED

- Commercial career in FMCG or related industries – sales, distribution, marketing, operational.
- Degree in management or economic fields – Management, Commercial, Marketing, Tourism, Economy, Business Administration are an advantage. Or relevant professional experience.
- Good spoken and written English. Italian or German is a plus.

#### JOB SPECIFIC COMPETENCIES

##### Technical:

- Sales and negotiations
- Communication, public speaking
- Marketing and advertising
- Management (people and processes)
- Excellent computer skills
- Budgeting process

##### Non-Technical:

- Responsible and trustworthy
- Flexible and hands-on mentality
- Customer centered approach
- Organized, with great attention to details
- Team Player
- Ability to communicate concisely
- Ability to work independently
- Analytical skills, problem solving and decision-making ability
- Affinity for wine culture and hospitality; previous experience in wine, tourism or lifestyle industries is a plus.
- *High interpersonal skills and emotional intelligence*  
*Strong public presence and presentation skills*  
*Willingness to work flexible hours, including weekends for key events*