JOB DESCRIPTION

TITLE: Hospitality & Membership Manager

REPORTS TO: Executive Director

FLSA STATUS: Salaried Exempt

DEPARTMENT: Hospitality & Membership

LOCATION: Napa, California - On-site

EMPLOYMENT TYPE: Full-time, Regular

PAY RANGE: $75,000 - $85,000 per year, plus commission and performance incentives

About di Rosa

di Rosa is where art and nature meet in the heart of Napa Valley. Home to a significant collection of works by artists who have lived or worked in the San Francisco Bay Area, our Carneros campus brings together galleries, outdoor sculpture, and beautiful grounds and gardens.

di Rosa is evolving to meet the moment. We are investing in our campus and our team to become an essential part of the Napa Valley experience - a place where locals and visitors of all ages can spend the day exploring and find new reasons to return.

Join a team to help shape this next chapter, with opportunities to contribute ideas and make an impact. Learn more at dirosaart.org.

How to Apply: Send your cover letter and resume to jobs@dirosaart.org with the position in the subject line (Hospitality & Membership Manager).

Position Overview

The Hospitality & Membership Manager leads visitors and member experience across digital and on-site touchpoints. This hands-on management role is responsible for growing membership, strengthening visitor services, supervising frontline staff, coordinating volunteers and docents, managing retail operations, developing community partnerships, and using data to improve service and revenue performance.

The ideal candidate combines exceptional hospitality with sound commercial judgment, digital fluency, collaborative leadership, and the ability to turn creative ideas into practical, and measurable operations.

Duties & Responsibilities

Membership Growth & Engagement

- Lead the growth and evolution of di Rosa's membership program, including membership levels, pricing, benefits, experiences, and delivery practices in partnership with organizational leadership and Development staff.
- Develop and implement strategies and marketing campaigns for membership recruitment, onboarding, renewals, retention, upgrades, and re-engagement, with clear goals and measurable results.
- Coordinate with the Development team on experiences that deepen philanthropic engagement.
- Gather member feedback and evaluate participation, benefit use, revenue, and delivery costs to improve the program.

Visitor Experience & Hospitality

- Lead visitors experience from online ticket or membership purchase through arrival, gallery visits, retail transactions, programs, events, and follow-up communication.
- Establish and maintain welcoming, consistent service standards across visitor-facing and digital interactions.

Staff Leadership & Volunteer Coordination

- Recruit, train, coach, schedule, supervise, and evaluate visitor services employees and gallery attendants.
- Coordinate volunteers and docents in partnership with Education and other appropriate staff.
- Build a welcoming, accountable, safety-conscious, and service-oriented team culture.
- Develop procedures, training resources, and daily operating practices that promote consistent service and reliable coverage.

Retail Operations

- Lead the museum shop's merchandise strategy, presentation, and online presence in alignment with di Rosa's artistic identity and Napa Valley setting.
- Oversee purchasing, inventory controls, merchandising, and retail sales performance.

Partnerships & Community Engagement

- Develop relationships with hotels, wineries, tourism organizations, businesses, cultural institutions, and community partners throughout Napa Valley and Sonoma County.
- Create partnership opportunities that support visitation, membership growth, member benefits, sponsorships, and community engagement.

Systems, Reporting & Business Operations

- Coordinate digital systems and support teams to ensure reliable operations and accurate customer data.
- Track membership growth, retention, visitor satisfaction, repeat visitation, and retail and membership revenue.
- Manage hospitality, membership, and retail budgets with the Executive Director.
- Collaborate across departments to deliver a seamless visitor and member experience.

Required Experience

- At least three years of progressive experience in hospitality, wine clubs, membership, tourism, visitor services, nonprofit engagement, cultural institutions, or a related field.
- Demonstrated success in membership, customer retention and/or sales.
- Experience supervising employees, volunteers, or customer-facing teams, including scheduling, training, coaching, and performance management.
- Strong communication, relationship-building and problem-solving skills.
- Experience with CRM, ticketing, membership, point-of-sale, e-commerce, or customer engagement systems.
- Ability to use customer data, feedback, and financial information to improve performance.
- Experience in managing projects, budgets, and cross-department collaboration.
- Availability for occasional evenings, weekends, and special events, with weekends required during the first two to three months for onboarding.
- Enthusiasm for di Rosa's mission and connecting people with art and nature.

Preferred Qualifications

- Bachelor’s degree in business administration, Hospitality Management, Marketing, Communications, Nonprofit Management, Tourism, or a related field, or an equivalent combination of education and experience.
- Experience in museums, arts organizations, wineries, wine clubs, guest services, or cultural institutions.
- Experience with Salesforce, Patron Manager or similar platforms.
- Experience with Mailchimp or similar platforms.

- Knowledge of Napa Valley and Sonoma County hospitality, tourism, and visitor markets

Compensation & Benefits

The pay scale for this position is $75,000 - $85,000 per year. This range is a good faith estimate of the salary di Rosa reasonably expects to pay for this position upon hire. The actual salary offered will be based on job-related factors such as relevant experience, skills, qualifications, and internal equity. This position is classified as exempt under the federal Fair Labor Standards Act and California law.

In addition to base salary, the position is eligible to participate in a written commission and performance-incentive plan. Incentive opportunities may be tied to established goals for new membership revenue, membership retention and upgrades, qualified partnership revenue, retail performance, visitor satisfaction, and other approved earned-revenue measures. Commission and incentive eligibility, calculations, timing, adjustments, and payment terms will be governed by the applicable written plan.

Target annual incentive opportunity: $5,000 - $15,000 or more, depending on achievement of approved goals and the terms of the written incentive plan.

Eligible employees may participate in benefits and paid time off programs offered by di Rosa, subject to the terms and eligibility requirements of the applicable plans and policies.

Work Environment

The physical demands and work environment described below are representative of those an employee encounters while performing the essential functions of this position. Reasonable accommodation will be provided to enable qualified individuals with disabilities to perform the essential functions.

- Work is performed in office, gallery, museum shop, event, and outdoor campus environments, with regular movement throughout the property.
- Regular use of a computer, telephone, point-of-sale system, and standard office equipment; periods of sitting, standing, walking, and communicating with visitors and staff.
- Occasional bending, reaching, and lifting or carrying of merchandise, supplies, signs, or event materials weighing up to 25 pounds.
- Regular exposure to changing outdoor weather conditions while moving between campus locations or supporting outdoor activities.
- Ability to work occasional early mornings, evenings, weekends, holidays, and special events as scheduled.
- Ability to travel locally to partner, community, or stakeholder locations by a reliable means of transportation.s of Employment
- Successful completion of a job-related pre-employment background check after a conditional offer of employment, conducted in accordance with applicable law.
- Verification of identity and authorization to work in the United States.
- Ability to satisfy the position's scheduling requirements, including occasional evening, weekend, holiday, and special-event work.
- Compliance with di Rosa's policies, safety requirements, confidentiality expectations, and standards of conduct.
- Continued ability to perform the essential functions of the position, with or without reasonable accommodation.

Equal Employment Opportunity: di Rosa is an equal opportunity employer. Employment decisions are made without unlawful discrimination or harassment based on race, color, ancestry, national origin, religion, creed, sex, gender, gender identity, gender expression, sexual orientation, pregnancy, childbirth, breastfeeding or related medical conditions, reproductive health decision-making, marital status, age, physical or mental disability, medical condition,

genetic information, military or veteran status, or any other characteristic protected by applicable federal, state, or local law, including any combination of protected characteristics.

Reasonable Accommodation: di Rosa provides reasonable accommodation to qualified applicants and employees with disabilities and for sincerely held religious beliefs and practices, in accordance with applicable law. Applicants who need accommodation during the application or interview process may contact di Rosa's designated hiring representative.

Disclaimer

This job description describes the general nature and level of work expected of the employee in this classification. It is not intended to be a complete inventory of all duties, responsibilities, qualifications, or working conditions. Duties and responsibilities may be added, removed, or modified based on organizational needs. This document does not create a contract of employment or alter the at-will employment relationship. Either the employee or di Rosa may end the employment relationship at any time, with or without cause or advance notice, subject to applicable law.