

# DIRECT WINES

<b>Direct Wines Role Profile</b>	
<b>Position Title</b>	Laithwaite's Concession Wine Advisor (6 hours per week on a Sunday)
<b>Reports To</b>	Head of Concessions
<b>Overall Job Purpose</b>	<p>To present Laithwaite's Wine in a positive &amp; professional manner to the Garden Centre customers, explaining who we are and what we do.</p> <p>Host wine sampling sessions to the Garden Centre customers.</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Maximise sales revenue through hosting informed and inspiring in store tasting sessions.</li> <li>• Exceed customer expectations through ascertaining their needs using; open questions, using their purchase history, building relationships, offering tastings from the table and actively listening.</li> <li>• Achieve a good level of wine knowledge to assist the customer and build towards taking the WSET higher certificate.</li> <li>• Maintain a tidy and presentable Laithwaite's shop area, replenishing shelves and writing new POS when required.</li> <li>• Present Laithwaite's in a positive light to the staff in the Garden Centre</li> <li>• Receiving deliveries and ensuring the accuracy of the stock received.</li> <li>• There will be a constant interaction with both customers and colleagues. There is a team atmosphere where everybody should 'pitch in'.</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to GCSE Level or above</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Retail experience (Essential)</li> <li>• Wine Knowledge – working towards or having already achieved WSET Level 3</li> </ul>
<b>Personal Qualities and Skills</b>	<ul style="list-style-type: none"> <li>• Excellent Communicative with Influencing Skills</li> <li>• Customer Focused</li> <li>• Personally Effective</li> </ul>

## ***Direct Wines Role Profile***

- Passion for and willingness to learn about wine
- Self starter with an ability to attain targets and overcome all realistic objective
- Provides excellent customer service and takes responsibility for own actions
- Constantly strives for high standards and consistently achieves them.

### **Remuneration**

Competitive Salary plus excellent benefits package