

DIRECT WINES

Direct Wines Role Profile	
Position Title	Laithwaite's Concession Wine Advisor (22 hours per week)
Reports To	Head of Concessions
Overall Job Purpose	<p>To present Laithwaite's Wine in a positive & 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>
Key Responsibilities	<ul style="list-style-type: none"> • Maximise sales revenue through hosting informed and inspiring in store tasting sessions. • Exceed customer expectations through ascertaining their needs using; open questions, using their purchase history, building relationships, offering tastings from the table and actively listening. • Achieve a good level of wine knowledge to assist the customer and build towards taking the WSET higher certificate. • Maintain a tidy and presentable Laithwaite's shop area, replenishing shelves and writing new POS when required. • Present Laithwaite's in a positive light to the staff in the Garden Centre • Receiving deliveries and ensuring the accuracy of the stock received. • There will be a constant interaction with both customers and colleagues. There is a team atmosphere where everybody should 'pitch in'.
Qualifications	<ul style="list-style-type: none"> • Educated to GCSE Level or above
Experience	<ul style="list-style-type: none"> • Retail experience (Essential) • Wine Knowledge – working towards or having already achieved WSET Level 3
Personal Qualities and Skills	<ul style="list-style-type: none"> • Excellent Communicative with Influencing Skills • Customer Focused • Personally Effective

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- 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