

LAITHWAITES

Retail Wine Advisor – Christmas Part Time & Temporary Contract

Join Our Team as a Christmas Retail Wine Advisor!

Do you have a passion for wine, a flair for customer service, and thrive in a lively retail environment?

We're looking for a **Retail Wine Advisor** to support us during the busy Christmas season in our Binfield Shop. In this role, you'll combine your product knowledge, people skills, and sales ability to create exceptional in-store experiences for our customers.

About the Role

As a Retail Wine Advisor, you'll work collaboratively with your store team, Area Managers and Retail Operations to meet and exceed sales, margin, and stock targets. You'll deliver warm, tailored customer service, using your knowledge and enthusiasm to up-sell, host tasting sessions, and drive customer engagement.

Key Responsibilities

- Achieve weekly and monthly sales/margin targets through:
 - Tastings and events
 - Up-selling and add-on sales
 - Premier sign-ups and loyalty card promotion
 - Use of marketing materials and personalised recommendations
- Provide outstanding service to every customer—including carry-to-car assistance
- Build and maintain strong product and wine knowledge to confidently advise customers
- Support store manager in driving trade and wedding sales
- Plan and run tasting events from conception to delivery
- Keep the shop floor, stockroom, and office clean, organised and presentable
- Manage stock: receive deliveries, replenish shelves, and assist with quarterly stock takes
- Deliver wine to trade and private customers, ensuring timely and safe delivery using the shop van

What We're Looking For

Essential:

- Customer service experience
- Educated to GCSE level or equivalent
- Comfortable with manual handling and physical stock movement
- Proficient with Microsoft Office (Word, Excel, Outlook)
- Full, clean UK driving licence

Preferred:

- Retail experience
- WSET qualification (or willingness to pursue)

You'll Thrive in This Role If You Are:

- Passionate about wine and eager to learn more
- Customer-focused and target-driven
- Proactive and ambitious with strong communication skills
- Organised, detail-oriented, and reliable
- Personable, team-oriented, and capable of thinking creatively

If you are interested in this position, please email an application to vacancies@directwines.com addressed to Barry Cole.