

DIRECT WINES

Direct Wines Role Profile	
Position Title	Retail Wine Advisor
Reports To	Shop Manager
Overall Job Purpose	<p>Work as a team with the rest of the store, Area Managers and Ops to focus on achieving weekly, monthly and yearly sales, margin and stock targets.</p> <p>Deliver exceptional customer service to all customers at all times.</p> <p>Maximise sales revenue by up-selling, adding on and using targeted or personal recommendations.</p>
Key Responsibilities	<ul style="list-style-type: none"> • Achieve the weekly, monthly and yearly targets using all the tools provided to maximise sales revenue, including: <ul style="list-style-type: none"> • Tasting table • Add-ons • Up selling • Premier sign up • Loyalty cards • Tasting events • Marketing materials • Exceed the customers expectations by going above and beyond to deliver exceptional customer service every time, including carrying cases to cars • Work towards and maintain a level of wine knowledge that ensures customer queries and questions can be handled confidently • Support the Manager to maintain and grow trade and wedding sales • Work with the rest of the team to ensure a full tastings programme is run in store. Get involved at every level from planning to the deliverance on the night • Ensure the shop floor, stock room and office are kept clean, tidy and presentable at all times • Ordering and receiving the regular shop deliveries, replenishing the shop floor on a regular basis • Partake in quarterly stock takes
Essential	<ul style="list-style-type: none"> • Customer service experience • Educated to GCSE Level or above • IT skills: Microsoft Word, Excel and Outlook • Physically able to cope with regular manual handling/lifting
Preferred	<ul style="list-style-type: none"> • WSET qualification • Retail experience

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Personal Qualities and Skills

- Customer focused
- Target driven and pro-active
- Ambitious and eager to learn
- Passion for and willingness to learn about wine
- Constantly strives for high standards and consistently achieves them
- Organised and efficient
- Creative and innovative
- Attention to detail and ability to prioritise
- Personable and approachable
- Strong communicative skills

Author

Fran Edge, November 2018