

# DIRECT WINES

<b>Direct Wines Role Profile</b>	
<b>Position Title</b>	Laithwaite's Concession Wine Adviser
<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 Farm Shop customers, explaining who we are and what we do.</p> <p>Host wine sampling sessions to the Farm Shop 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 farm shop.</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 –keen interest</li></ul>
<b>Personal Qualities and Skills</b>	<ul style="list-style-type: none"><li>• Excellent communicative and Influencing Skills</li><li>• Customer Focused</li><li>• Personally Effective</li></ul>

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

	<ul style="list-style-type: none"><li>• Passion for and willingness to learn about wine</li><li>• Self starter with an ability to attain targets and overcome all realistic objective</li><li>• Provides excellent customer service and takes responsibility for own actions</li><li>• Constantly strives for high standards and consistently achieves them.</li></ul>
<b>Remuneration</b>	Competitive salary plus excellent benefits package.
<b>Reviewed</b>	April 2017