

DIRECT WINES

Direct Wines Role Profile	
Position Title	Laithwaite's Concession Wine Adviser
Reports To	Head of Concessions
Overall Job Purpose	<p>To present Laithwaite's Wine in a positive & 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>
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 farm shop. • 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 and Influencing Skills • Customer Focused • Personally Effective

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	<ul style="list-style-type: none">• 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.
Reviewed	January 2017