

DIRECT WINES

Direct Wines Role Profile	
Position Title	Events and Bar Co-Ordinator
Reports To	Alderley Edge Manager
Overall Job Purpose	<p>To have an entrepreneurial focus and approach in project managing the events programme and bar at our Alderley Edge store.</p> <p>Organising, promoting, and running/hosting a comprehensive calendar of including internal, external and corporate events.</p> <p>To run and organise a bar open 3 nights a week. Arrange activities and small events to create a special small bar community atmosphere.</p>
Key Responsibilities	<ul style="list-style-type: none"> • To be present at events to setup, greet customers and producers. To ensure smooth running of all aspects of the event. To be the face of the company at events. • To be a competent, energetic host and be comfortable speaking in front of small and large groups. • Be responsible for marketing events to specific target audiences to achieve ticket and product sales targets. This will involve preparing e-mail and printed copy, interacting with social media and use of all available marketing channels. Sourcing and evaluation of new marketing outlets will also be required to maximise ticket sales. • To follow event budgets, ensuring ticket sales targets are met, costs are kept within agreed limits and wine sales are achieved. • To handle customer enquiries for all events, ensuring the Alderley Edge Manager is aware of any issues / problems as they arise. • To collate feedback received at events ready to inform future strategy and implementation. • Create customer tasting booklets and other printed materials needed for events. Also to copy check brochures, order forms, e-mails etc. prior to being printed and sent out, for all team members. • To monitor stock levels of bar products and create food and drink menus. • To interact with the local community and encourage them to use the bar with a range of interesting and fun activities. • To make sure the bar is correctly staffed. • To help out on the shop floor in the event of it being required. • To carry out any other tasks as are reasonably requested by the Alderley Edge shop Manager and which are within his/her capabilities and resources. • General administration duties to include verbal and written communication via e-mails, mail and over the phone.
Essential	<ul style="list-style-type: none"> • Events management experience in a comparable environment.

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	<ul style="list-style-type: none"> • Wine knowledge is essential. WSET Advanced level is preferred • IT skills: Microsoft Word, Excel, PowerPoint and Outlook • Previous knowledge of marketing channels and routes to market for selling event tickets • Good social media skills including: operation of Facebook, Twitter and Instagram.
Personal Qualities and Skills	<ul style="list-style-type: none"> • Works well in a team, and as an individual • Organised and efficient with excellent attention to detail and numeric skills • Enthusiasm, energy and dedication needed to deliver successful, special events and create a thriving bar atmosphere. • Excellent written and verbal communication skills • Ability to prioritise workload coupled with good time management skills • Proactive with a flexible proactive attitude, self motivated and able to cope with a demanding workload • Provide clear thinking to streamline an effective pre event customer journey
Written By	Tom Groves, 2019