

LAITHWAITES

Retail Wine Advisor – Beaconsfield Shop

Permanent Part Time (24 hrs per week)

Job Purpose:

To 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. To deliver exceptional customer service to all customers at all times.

Key Responsibilities:

- Achieve the weekly, monthly and yearly targets using all the tools provided to maximise sales revenue, including:
 - Tasting table and tasting events
 - Add-ons
 - Up selling
 - Premier sign up
 - Loyalty cards
 - 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 delivery 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 take.

Qualifications / Experiences and Skills:

- Customer service experience (essential)
- Educated to GCSE Level or above (essential)
- IT skills: Microsoft Word, Excel and Outlook (essential)
- Physically able to cope with regular manual handling/lifting (essential)
- WSET qualifications and Retail Experience (preferred)

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 and strong communicative skills.

Please send your CV and covering letter addressed to Francis Howe to vacancies@directwines.com

CLOSING DATE: Friday 8th October 2021

