



Retail Wine Adviser

Fixed Term until January 2022 – Full Time

Averys of Bristol has a rich 225-year history and is the oldest wine merchant in Bristol. We are currently looking to recruit a Retail Wine Advisor to work in our Bristol shop on a permanent full-time basis.

The Role:

Provide exceptional levels of customer service to all customers, providing them with guidance on selecting a wine as well as pleasant and efficient assistance. Maximise sales revenue in person and on the telephone by up-selling, adding on and using targeted, personal recommendations.



Ensuring you understand that you and your shop represent Averys as a company and both are always presented to the highest standards.

Skills Required:

- To exceed the customer's expectations by ascertaining their needs using; open questions, their purchase history, building relationships, offering tastings from the table and actively listening.
- Play a part in the shop achieving monthly sales targets
- Achieve acceptable levels of wine knowledge to assist the customer with all needs.
- Maintain efficient and effective working practices within the store. Helping to create a positive and motivated team atmosphere.
- Help run in-store tastings
- The role includes replenishing stock and carrying customer's orders out to their cars.
- Promote the sale of events tickets through the store
- The store is a busy retail environment and you will generally be required to be on your feet for most of the day.

Qualifications / Experience

- Educated to GCSE Level or above (essential)
- Retail experience (preferred)
- WSET level 2 or above (preferred)

Personal Qualities:

- Excellent communicative and influencing skills.
- Customer focused.
- Passion for and willingness to learn about wine.
- Self starter with an ability to attain targets and overcome all realistic objectives.
- Provides excellent customer service and takes responsibility for own actions.
- Constantly strives for high standards and consistently achieves them.
- Works well within a team atmosphere and shows willingness to 'pitch in'.
- Must be prepared to work Saturdays and evenings.

If you would like any further information or a full job description, please contact Nick Burton, Retail Shop Manager on 0117 921 4146.

If you are interested, please apply in writing and, if internal, please notify your manager of your application. Your covering letter should be addressed to Nick Burton and emailed with your CV to charlotte.wilson@directwines.com

CLOSING DATE: Friday 21st May 2021