



Events Assistant Bristol

Salary: £23,000 per annum
Permanent – Full Time (inc. weekends)

Averys of Bristol has a rich 225-year history and is the oldest wine merchant in Bristol. We are currently looking to recruit an Events Assistant on a permanent full-time basis.

The Role:

Be part of a small, fun team dedicated to providing exceptional customer service for wine events.

To take responsibility for the expansion of private hires over the weekend, as well as pre-event customer experience and supporting the team in delivering wine events.



Key Responsibilities:

- To source and secure new business through both private and public events in the cellars with a focus on weekends
- To lead and project manage specific events to include full end to end management, venue liaison, event planning, budgeting, marketing and promotional material design and production, logistics, supplier management, ticket sales, event marketing, on-site event management post event analysis and reconciliation.
- To undertake marketing tasks to promote ticket sales for the events programme including all social media. Be responsible for marketing events to specific target audiences to achieve ticket and product sales targets. This will involve preparing e-mail marketing, data requests, writing and uploading and maintaining web copy. Sourcing and evaluation of new marketing outlets will also be required to maximise ticket sales.
- To ensure the web and intranet presence of the events team is up to date and accurate. Place events on the website and social media sites.
- 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.
- Aid in sourcing and researching venues and materials needed to run events programme.
- A small amount of retail cover may be required in quieter periods

Key Requirements / Skills / Experience:

- Computer literate with good Microsoft Office skills particularly Word, Excel, and PowerPoint
- Previous knowledge of marketing channels and routes to market selling event tickets
- Good social media skills, including operation of Instagram, Facebook, and Twitter
- Wine knowledge is essential, WSET Advanced is preferred

Personal Qualities:

- Works well in a team or as an individual
- Organised and efficient with excellent attention to detail and numeric skills
- Enthusiasm, energy, and dedication needed to support Event Manager to deliver successful and special events
- Excellent written and verbal communication
- Ability to prioritise workload coupled with good time management skills
- Proactive with a flexible attitude, self motivated and able to cope with a demanding workload
- Provide clear thinking to streamline an effective pre-event customer journey
- You will be required to work late hours and Fridays and Saturdays.
- Full clean driving licence.



Key information & benefits:

- Great central Bristol location within walking distance from main bus station and Temple Meads.
- 20 days holiday plus bank holidays. This will increase to 25 days after 3 years service
- Additional day off on your birthday
- Pension scheme
- A flexible benefits scheme which includes the option to buy additional holiday, dental and health insurance and more
- Non contractual annual bonus scheme
- Life Assurance x4
- Fantastic staff discount
- Friendly and exciting working atmosphere
- Great social events
- Opportunities to gain further qualifications in the industry
- Opportunity to participate in trips to Bordeaux and company vineyards
- Excellent learning and development opportunities
- We are a certified Great Place to Work and Best Workplaces for Wellbeing 2022

Doing Things Beautifully is at our core. We are an equal opportunities employer and welcome applications from anyone regardless of race, sex, sexual orientation, religion / belief, age, or disability.

If you would like any further information or a full job description, please contact Frank Mason, Events Manager on 0117 921 4146.

If you are interested, please apply in writing with a CV and covering letter and emailed to charlotte.wilson@directwines.com

CLOSING DATE: 27th May 2022

