

LAITHWAITES

Temporary Xmas Retail Wine Advisor – Alderley Edge (16 hours per week – hours flexible)

Job Purpose:

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. Deliver exceptional customer service to all customers at all times. Maximise sales revenue by up-selling, adding on and using targeted/personal recommendations.

Key Responsibilities:

- Achieve the targets using all the tools provided to maximise sales revenue, including:
 - Tasting table and tasting events
 - Add-ons and 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 the deliverance 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

Qualifications and Experiences:

- 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 qualification and Retail Experience (preferred)

Personal Qualities/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 to vacancies@directwines.com

CLOSING DATE: Friday 29th October 2021

