DIRECT WINES

Direct Wines Role Profile

Position Title	Retail Wine Advisor
Reports To	Shop Manager
Overall 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 or personal recommendations.
Key Responsibilities	- Achieve the weekly, monthly and yearly targets using all the tools provided to maximise sales revenue, including: - Tasting table - Add-ons - Up selling - Premier sign up - Loyalty cards - Tasting events - 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 - Partake in quarterly stock takes
Essential	- Customer service experience - Educated to GCSE Level or above - IT skills: Microsoft Word, Excel and Outlook - Physically able to cope with regular manual handling/lifting
Preferred	- WSET qualification - Retail experience

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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 • Strong communicative skills
Reviewed	January 2021