

# DIRECT WINES

<b>Direct Wines Role Profile</b>	
<b>Position Title</b>	Retail Wine Advisor
<b>Reports To</b>	Shop Manager
<b>Overall Job Purpose</b>	<p>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.</p> <p>Deliver exceptional customer service to all customers at all times.</p> <p>Maximise sales revenue by up-selling, adding on and using targeted or personal recommendations.</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Achieve the weekly, monthly and yearly targets using all the tools provided to maximise sales revenue, including:               <ul style="list-style-type: none"> <li>• Tasting table</li> <li>• Add-ons</li> <li>• Up selling</li> <li>• Premier sign up</li> <li>• Loyalty cards</li> <li>• Tasting events</li> <li>• Marketing materials</li> </ul> </li> <li>• Exceed the customers expectations by going above and beyond to deliver exceptional customer service every time, including carrying cases to cars</li> <li>• Work towards and maintain a level of wine knowledge that ensures customer queries and questions can be handled confidently</li> <li>• Support the Manager to maintain and grow trade and wedding sales</li> <li>• 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</li> <li>• Ensure the shop floor, stock room and office are kept clean, tidy and presentable at all times</li> <li>• Ordering and receiving the regular shop deliveries, replenishing the shop floor on a regular basis</li> <li>• Partake in quarterly stock takes</li> </ul>
<b>Essential</b>	<ul style="list-style-type: none"> <li>• Customer service experience</li> <li>• Educated to GCSE Level or above</li> <li>• IT skills: Microsoft Word, Excel and Outlook</li> <li>• Physically able to cope with regular manual handling/lifting</li> </ul>
<b>Preferred</b>	<ul style="list-style-type: none"> <li>• WSET qualification</li> <li>• Retail experience</li> </ul>

## ***Direct Wines Role Profile***

### **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

### **Author**

Fran Edge, November 2018