



Job Description

Job Title Spirits Advisor – Covent Garden	
Contract Term Permanent, Full-time	Contracted Hours 40hrs/week, 5 days in 7. A high degree of flexibility is required for this role.

Overall Objective of Role

Do you have an interest in the drinks trade? Are you keen to develop your knowledge and expertise in a booming industry? Whether your tippable of choice is wine, spirits or real ale, The Whisky Exchange covers it all. We are a multiple award-winning drinks retailer with an outstanding reputation for range, quality, and able to deliver outstanding customer journeys.

As a Spirits Advisor your primary role is to build and strengthen relationships with our diverse customer base. You'll be part of a highly driven team of drinks specialists responsible for providing an exceptional shopping experience by offering friendly, helpful advice to guide their purchase and build confidence. The ideal candidate is a first-class communicator with a passion for drinks and an eagerness to learn.

THE ROLE INVOLVES MOVING, STRETCHING, LIFTING, BENDING AND CARRYING OF BOXES AND MATERIALS.

Primary Duties and Responsibilities:

Shop Operations:

- Greeting and assisting customers, maximising engagement and offering samples where appropriate.
- Increasing customer databases.
- Responding to telephone enquiries, taking messages or transferring calls where necessary.
- Ordering specific products for customers if not currently available or in stock, and providing order updates.
- Processing transactions for customers, handling card and cash payments.
- Ensuring all health and safety requirements are met and making corrections where necessary.

Team Working

- Completing weekly/monthly tasks and DLC to other spirit advisors.
- Maintaining a professional working environment and a culture of continuous improvement.

Stock and Merchandising

- Replenishing stock levels on the display, rotating stock where necessary, and communicating requirements to the management.
- Ensure that retail and stock room spaces are maintained to professional standard.
- Receiving deliveries and assisting with movement of stock in and out of the store.
- Maintaining and updating visual merchandising displays.
- Assisting with stock takes and general inventory management.

The Whisky Exchange

2 Bedford Street, Covent Garden, WC2E 9HH

Tel: +44 (0) 207 100 0088 | Email: coventgarden@thewhiskyexchange.com/shop | www.thewhiskyexchange.com/shop



Product Knowledge and Personal Development:

- Continual development of product awareness and understanding for new and existing ranges.
- Assisting with private and monthly tasting events, and learning through sampling and developing your palate.

Key skills and knowledge

Essential:

- Passion for spirits, and the drinks industry in general.
- Excellent customer service skills.
- Strong communicator.
- Excellent team working skills and flexible approach to task handling.
- Problem solver.
- Strong sense of priority and awareness.
- Strong sales track record and able to transfer skills to the drinks sector.
- Exceptional attention to detail.

Key Behaviours:

- Must be flexible to work shift patterns during weekdays and weekends.
- Ability to communicate effectively and clearly with colleagues and customers.
- Well-presented and professional at all times.
- Previous experience in the drinks industry is desirable but not essential.

A training plan will encompass the following to ensure effectiveness of the employee, and to meet our safety standards:

- Manual Handling.
- Training conducted on an on-going basis.

Health & Safety Responsibilities:

Act in accordance with the relevant Health & Safety policies and procedures, adhering to legislative compliance and company requirements.

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