

JOB DESCRIPTION

TITLE	Tour Guide
LOCATION	Bolney Wine Estate
COMPANY	Bolney Wine Estate
REPORTS TO	Fiona Anderson, Events Manager
RESPONSIBLE TO:	Sam Linter, Managing Director
RESPONSIBLE FOR	Tours & Tastings, Private Groups, outside shows and events when required, tour allocation, tour staffing, assistance in the office, shop and café and other areas when required.

STATEMENT OF PURPOSE:

- To provide an exceptional tour experience for Bolney Wine Estate Events through effective and relevant communication of the tour and tasting product.
- To demonstrate a flexible approach to varying the tour dependent on the size, nature of the group, conditions within the estate and in varying weather conditions.
- To act as an ambassador for Bolney Wine Estate and Bolney Wine Estate Events onsite and offsite.
- By being well presented at all times and offer a warm and open welcome to all visitors to Bolney Wine Estate.
- To establish and maintain good working relationships with colleagues and departments throughout the Bolney Wine Estate.
- To promote and effectively sell our wines to achieve retail targets.
- To assist with the development of the tours and events programme at Bolney Wine Estate

- **KEY RESPONSIBILITIES**

- 1 Conduct tours of Bolney Wine Estate to the specification provided.
- 2 Regularly review industry information and be aware of the current situation of Bolney Wine Estate to ensure tour content is accurate and varied.
- 3 To give a brief health and safety talk followed by an introduction to Bolney Wine Estate and the history of English Wine.
- 4 Conduct a tutored tasting of our wines
- 5 Retail sales to visitors on tours and in the shop, including Bolney Wine Estate Wine and other products– assisting the retail manager when required with in-shop tastings, advising customers, and general sales.
- 6 Provide customers with information on other services and products Bolney Wine Estate offers.
- 7 Observe customers behaviour and feedback to line managers on ways the customer experience could be improved.

- 8 Set up and clear down all areas used in order to deliver the tour as specified at the start and end of each tour, including stocking up if required.
- 9 Aid visitors in the event of an emergency, following instructions from the line manager at the time.
- 10 Attend external events and tastings on behalf of Bolney Wine Estate as required.
- 11 To oversee the smooth running of the tours for both the guides and the café staff
- 12 To liaise with the other guides on tours and dates, and maintain a good level of communication between the group
- 13 To be on hand to provide insight and knowledge of our wines for retail customers that require it
- 14 To assist in the café as and when required and under direction of the café manager
- 15 To take on a 'hostess' role for any events that require it and for the café/shop when covering it. Make sure guests feel welcome and be there to assist if required.
- 16 To be flexible with hours, working evenings and at least one day per weekend
- 17 Promotion of events and tours where necessary
- 18 Any other duties as reasonably requested by the Events Manager or the Managing Director of Bolney Wine Estate.

Limits of Authority

- 1 All press enquiries to be handled by the management team
- 2 Complaints that cannot be dealt with at the initial contact level to be dealt with by the management team.

Salary: £8 – 9ph dependent on experience

Job Type: Part-time