**Role Profile**

**Date: June 2021**

**General Information**

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| Job Title | Team Leader  |
| Current Position Grade  | 8 |
| Department / Function | Marketing – Visitor Centres |
| Reporting To Position | Visitor Centre Manager |
| Number of Direct Staff | 2- 6 Tour Guides  |

**Purpose of Role**

To support the Visitor Centre Manager in motivating and leading the Visitor Centre (VC) team to deliver a first class Deanston Distillery Experience for all our customers and visitors.

**Key Performance Areas and Responsibilities**

Includes but is not limited to:

* Engage visitors in a distillery experience providing accurate and informative information via engaging and entertaining tours, tastings and other innovative experiences
* Demonstrate a pride and passion for Deanston Distillery, Scotch whisky and other Distell brands.
* Support the realisation of the vision for the Deanston Distillery Visitor Centre (DVC) through the Scotch Whisky & future Gin Experiences from our sister distillery, Tobermory, and the DVC Retail Store.
* Day to day management of the Visitor Centre, organising tours and tasks and allocating them to your team
* Provide daily support and supervision of the Tour Guides, including scheduling, monitoring and recording of working hours, etc.
* Delivery against annual operational budgets
* Act as a Key Holder and be responsible for the opening and closing of the Visitor Centre
* Deputise for the Visitor Centre Manager as required
* Manage both the safe and till for banking purposes
* Be responsible for DVC stock levels and carry out stock taking and store work
* Day to day system administration of EPOS, managing email and telephone enquiries and DigiTickets. (will the Front of House be dealing with managing emails, calls and Digitickets, etc
* Work within the standards of Distell and Deanston DVC’s health and safety policy, food hygiene, licencing and other company policies and standards, ensuring compliance at all times
* Prepare stock for sale – to include filling bottles, building packaging and related tasks.
* Carry out cleaning and housekeeping to maintain attractive and functional extended DVC work areas - floors, surfaces, glasses, wash areas, toilets etc.
* Help plan and implement special events through the year.
* Build community engagement and support delivery of the Brand Home sustainability ambition.
* Work in partnership with the Sales and Marketing teams to provide ambassadorial and hospitality support
* Create rotas, run DOR meetings and update the board accordingly. Provide training and support to team members, hold regular appraisal meetings and ensure ongoing personal development and the reporting of team performance and KPI’s set by you.
* Deliver the Distell high performance culture by leading by example.
* Plan and implementation of projects such as filling schedule, online sales, etc
* Create monthly reports for Visitor Centre Manager.
* Continually seek ways to create new, extend and/or improve the range and quality of experiences
* Build effective relationships and networks with internal departments including but not limited to; Customer Services, sister Distilleries, Deanston Production, IT, Finance, etc
* Provide vital support to the Visitor Centre Manager and team with all operational activities relating to the experiential, shop and retail offerings.
* Where required, participate in administrative tasks and the development and use of new approaches to the work of the DVC including social media, processing purchase orders, invoices and deliveries via SAP etc and use Head Quarters Management system
* Carry out other reasonable duties/tasks as required to deliver and meet the objectives of the DVC. This will include working at weekends, occasional evening work in the corporate and online facilities, and project work.

**Personal Specification**

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| **Qualifications** | * Degree in Hospitality or Tourism advantageous
* Health and Safety certification advantageous
* Personal Licence advantageous
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| **Professional Skills & Experience** | * Proven experience in hospitality, retail or Visitor Centre roles
* Ability to speak an additional language is a distinct advantage.
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| **Specific Company or Industry Knowledge** | * Experience working in the drinks, tourism and travel, guiding or retail industry is required
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| **Functional Skills / Attributes** | * Experience of till work and POS systems required
* Experience leading world-class teams
* Excellent people management skills
* World class customer service knowledge and execution
* Experience motivating and leading teams to achieving KPIs
* Microsoft Office skills desirable
* Experience using virtual and online tools such as Zoom and/or other platforms advantageous
* SAP or other ERP system experience advantageous
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| **Behaviours & Competencies** | * Friendly, confident and enthusiastic.
* Strong communication skills with ability to entertain and engage with people one on one or in large groups.
* Focused and quality driven with attention to detail.
* Solutions focused with ability to inspire those around you
* Strong team player who can collaborate well and motivate others.
* Ability to work enthusiastically under pressure.
* Self-motivated who can work efficiently with minimum supervision.
* Ability to multi-task, moving from one task to another in a swiftly manner
* A strong sense of ownership and pride
* An interest and passion for whisky is a strong advantage.
* Appetite and enthusiasm for learning.
* A flexible approach to hours of work over a seven day working week and the year is required and some evening work will be integral to this role.
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