

ROLE PROFILE

Role Title	Visitor Centre Team Member - Guide
Internal Reference	BBUMK-0145
Business Unit / Group Function	BBU
BU Team / Sub-Function	BBU
Location	Dufftown
Team Leader Role	VIP & Public Tour Team Leader
Role Level	5
Team Members	No
Role Purpose To work as part of a professional and dynamic team delivering exemplary visitor experiences through tours across our two best in class Visitor Centres at Glenfiddich Distillery and The Balvenie Distillery; to promote brand awareness of our two iconic single malts; and to contribute towards and enhance the luxury agenda of our Dufftown visitor experience.	
Accountabilities # Develop a comprehensive understanding of the process operations of both Glenfiddich and Balvenie Distilleries, as well as the WG&S Core brands, their individual histories, and their unique places within the broader Scottish whisky industry to drive brand advocacy and positively impact sales. # Perform reception duties at both Glenfiddich and The Balvenie, including: welcoming guests; handling phone, email and in-person booking enquiries; processing bookings on arrival; cash handling, card payments and operation of the till, and advising guests of onsite facilities. Ensure strict adherence to proper EPOS procedures to ensure accurate recording of tour and End of Day procedures. # Deliver a wide-range of tours at both Glenfiddich Distillery and The Balvenie Distillery to the highest standards of customer service, allowing the Visitor Centre to offer a variety of guest experiences from a standard tour to a high-end luxury experiences for VIPs. # Act in an ambassadorial capacity for both Glenfiddich and The Balvenie when working onsite with internal marketing and branding teams, trade groups from the spirits industry, journalists and film crews, Family members and their guests. # Conduct retail operations at Balvenie Visitor Centre, including developing comprehensive brand knowledge and awareness of current pricing to successfully advise customers and drive sales; deliver point of sale operations, be competent in cash and credit card handling systems and banking procedures; monitor stock levels and advise on re-stocking and organising postage and packing where applicable. # Develop an understanding of both retail, and food and beverage operations across the site in order to support these services when required as well as advising visitors on other experiences available on site. # Liaise with team members from across site to help ensure the positive flow of information and ideas between process teams and visitor teams. # Maintain and follow safe working practises and food hygiene procedures in accordance to required legislation and site Health and Safety policies, including proficiency in the evaluation of risk management relating to hosting film crews and journalists at the distilleries e.g. IOSH training and Point of Work Risk Assessment.	

Attend all relevant site meetings, daily service briefs and contribute appropriately to team meetings to help drive performance within the team and support the implementation of team long-term plans and continuous improvement projects.

Accurately monitor and report upon whisky stocks and material stocks to ensure all visitor experiences are adequately resourced. Support all stocktake activity and work with the leadership team to implement post stocktake actions.

Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy.