



WILLIAM GRANT & SONS

## ROLE PROFILE

<b>Role Title</b>	<b>Senior Guide</b>
<b>Internal Reference</b>	BBUMK-140
<b>Business Unit / Group Function</b>	BBU
<b>BU Team / Sub-Function</b>	Marketing
<b>Location</b>	Dufftown
<b>Team Leader Role</b>	VIP & Public Tour Team Leader
<b>Role Level</b>	5
<b>Team Members</b>	Yes
<b>Role Purpose</b>	
To work as part of an energetic team to proactively contribute to and drive the operation of a world class Visitor Centre ensuring the provision of a warm welcome to guests and the delivery of top class guest service and tours as part of the Glenfiddich Visitor Centre guiding team	
<b>Accountabilities</b>	
<ul style="list-style-type: none"><li>• Conduct all tours and host trade visits at both Glenfiddich and Balvenie distilleries in accordance with key messaging, required standards and ensure first class visitor experience is delivered at all times with solid knowledge of the family history and heritage (Delivery).</li><li>• Support training of Team Members by sharing expert knowledge of and enthusiasm for our company heritage and brands to ensure that the highest brand engagement is maintained throughout the visitor experience to drive brand advocacy and lifelong affinity (Quality).</li><li>• Support back of house functions in accordance with visitor centre operational procedures and ensure all relevant activities are suitably planned (Service &amp; Planning).</li><li>• Record relevant daily visitor, operations data and input accordingly (Reporting).</li><li>• Contributes appropriately to team meetings and supports the implementation of team plans and continuous improvement projects (Cross-Team Collaboration).</li><li>• Supports the delivery of cross team projects (e.g. large public events, VIP visits etc.) and proactively engages within the Brand and broader whisky community to raise the profile of both the distillery and brand key messaging (External Relationships).</li><li>• Ensure that public safety and safe working practices are adhered to in accordance to required legislation, site policies and HMRC compliance (Health, Safety &amp; Environment).</li><li>• Demonstrate behaviours in line with our diversity and inclusion aim, which is to create and promote a diverse and inclusive culture at WG&amp;S where ideas, differences and views are respected and where all employees are encouraged to create their own personal legacy (Diversity &amp; Inclusion)</li></ul>	
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