



# Lakes Distillery Host/Hostess

£9.22 per hour, plus gratuities.

**Based at The Lakes Distillery, near Bassenthwaite Lake, Cumbria.**

At The Lakes Distillery, we believe in taking the lead and following our instinct. We have been distilling for only six years, but this ethos has already resulted in us being voted number 1 of 8 distilleries to visit in the world before you die (World Whisky Day), to win the best distillery visitor attraction for three consecutive years (Spirits Business) and, recently, to be voted as one of three brands to watch in World Whisky, alongside Hibiki from Japan and Starward from Australia (Spirits Business).

Everything that we do is focused on the achievement of our vision – to create a global luxury single malt whisky brand, and we are looking to attract people who share our beliefs and brand values.

Highly motivated at the prospect of joining an ambitious business, with an entrepreneurial approach, you should believe in taking the lead, be courageous, seek out opportunities, and be passionate about the role you play in what is truly a team effort.

## The role.

As a distillery Host/Hostess, you will ensure that all guests are given a world-class experience when visiting The Lakes Distillery.

You will perform highly engaging, entertaining, and educational presentations which clearly communicate The Lakes brand, whilst offering the ultimate 5-star customer experience for anyone who visits The Lakes Distillery, Bistro and Shop.

**LakesDistillery.com**

The Lakes Distillery, Bassenthwaite Lake, Cumbria CA13 9SJ  
Distillery: 017687 88850 Head Office: 0191 2559800 Email: [info@lakesdistillery.com](mailto:info@lakesdistillery.com) @lakesdistillery  
The Lakes Distillery Company plc Reg No. 7769363 VAT No. 122 6122 61



## Main duties and responsibilities.

This is a typical list of duties and not necessarily exhaustive:

### General:

- Welcome all guests with exceptional customer service and inspire them to become enthusiastic ambassadors of The Lakes Distillery
- Passionately communicate The Lakes brand DNA and values to guests across the distillery site
- With meticulous attention to detail, ensure that The Lakes Distillery is presented as a world class 5-star luxury destination, maintaining the highest standard of cleanliness and organisation in both onstage and back of house areas.
- Work efficiently and communicate effectively with all team members and stakeholders across the distillery site.
- Maintain impeccable standards of personal grooming and appearance, in line with company guidelines.
- Be fully attentive to guests and their needs and expectations of The Lakes Distillery
- Ensure awareness of daily business needs by attending all briefs, referring to the daily sheets, notice boards, diaries, and rosters.
- Develop a thorough knowledge of The Lakes brand through training and ongoing personal learning.
- Maintain a good working knowledge of health and safety in a retail and tour environment
- Be an ultimate ambassador for The Lakes portfolio of spirits, assisting with offsite events as requested.

### Tours:

- Perform a highly engaging, entertaining, and educational experience.
- Frequent use of booking and till systems on computers and other devices.
- Maximise every opportunity to exceed guest expectations and recommend experiences and products.

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### Shop:

- Ensure that the shop offering is constantly exceptional and in line with brand etiquette.
- Retain up to date stock knowledge with regards to pricing, product origination, product function and story.
- Be fully aware of all product offerings across the brand range.
- Professionally and calmly upsell, as appropriate, by engaging the customer in a diplomatic and welcoming manner.
- Awareness of stock control & rotation, following best practice and company guidelines.
- Vigilant approach to stock security and payment transactions.
- Think 25 - no ID, no sale.

### Desired knowledge, skills, and experience:

- Previous experience in a customer-facing role within the retail, hospitality, or tourism sector.
- Outstanding customer service knowledge and delivery.
- Meticulous attention to detail and driven to deliver the highest standards of luxury customer service and experience.
- A strong, charismatic, positive, and upbeat people person.
- Confident and smart, with immense pride in personal appearance.
- Very friendly and approachable to all guests and colleagues alike.
- Extremely strong performance and storytelling skills, with the ability to learn and retain information about The Lakes brand and its heritage, together with a good knowledge of brand strategy and markets.
- Strong sales/retail experience with the ability to leverage professional selling skills to improve commercial performance and opportunities for 'link selling'.

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- Ability to handle cash and credit card transactions with precision and accuracy.
- Effective use of appropriate packaging and 'point of sale' materials.
- Flexible, 'can do' approach to tasks and work activity.
- Strong personal standards of timekeeping and a willingness to execute tasks perfectly.
- WSET qualification an advantage, although this training will be provided.

**If you would like to join us on our journey, please forward your CV to [careers@lakesdistillery.com](mailto:careers@lakesdistillery.com).**

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