



HENCOTE

Hencote Wine Tour Host

****Hencote, Shrewsbury | from £15 per hour | Part-time / Zero Hours Contract | Performance-related incentives available ****

About Hencote

Set high above Shrewsbury with sweeping views over the Shropshire Hills, Hencote is a working vineyard and award-winning winery that has grown from 160 hobbyist vines in 2009 into a 23,000-vine estate producing internationally acclaimed still and sparkling wines. Alongside the vineyard, Hencote is home to The View bar and restaurant, a wine shop, luxury on-site accommodation, and a busy calendar of tours, tastings, weddings and events. Every visit is built around great wine, great food and genuine Shropshire hospitality, and our tour team are the storytellers who bring that to life for every guest.

The Role

This is a fantastic opportunity for someone who enjoys working with people, has a passion for storytelling, and thrives in a customer-facing, fast-paced environment.

You'll deliver top-quality tours and wine experiences to all guests, hosting engaging, fun and educational vineyard tours and tastings while maintaining a high level of professionalism throughout.

This role would suit those already running their own business or freelancing, looking for flexible hours to boost their income.

Key Responsibilities

- Actively sell our wines throughout the tour experience, and escort groups back into the retail areas afterwards, highlighting offers and encouraging wine purchases.
- Handle transactions accurately and support wider retail operations.
- Set up and clear the tasting space ahead of each experience, keeping a clean and tidy work area.

- Support the wider Front of House at Hencote when required, for example, polishing glasses, welcoming guests, or supporting in The View.
- Act as an ambassador for Hencote at local wine events, hosting tastings for the public and inspiring interest in our wines and visits to the estate.
- Ensure all health and safety, security and emergency policies are adhered to, to the best of your ability.
- Help create a professional environment for staff to work in and for customers to enjoy.

Personal Qualities / Expectations

- A genuine interest in wine and a willingness to learn.
- A sales-orientated mindset, comfortable with meeting targets and KPIs, and confident to host our guests, encouraging them to dine and linger with us and complete their visit with a purchase.
- Must be able to work at least Friday, Saturday and Sunday, with availability for selected bank holidays throughout the year also essential, plus opportunities to pick up events and additional hours.
- Strong time management, punctual and able to keep experiences to time while maintaining a relaxed atmosphere.
- Ability to adapt to change with creativity and progressiveness.
- Skilled at reading the room and adapting tone, pace and detail to different audiences.
- Excellent communication and customer service skills, with attention to detail.
- A willingness to learn about viticulture and winemaking, alongside our range of award-winning wines
- Basic computer skills
- An ability to work closely, supportively and flexibly with other staff members

Interested in joining the Hencote team?

Apply today and become part of the story we tell every guest who visits our estate.

Email nicola@hencote.com with a CV and short introduction.