



**Job Title:** Cellar Door Manager

**Reporting to:** Head of Direct to Consumer Sales

**Direct Reports:** Cellar Door Assistant Manager, Cellar Door Customer Services, Head Chef

### The Company

We're an award-winning English fine wine producer, based in Kent. Our vision is simple: we strive to create the finest wines in the world.

As a luxury brand, a quest for perfection and meticulous attention to detail is at the heart of everything we do. We craft vintage-only wines that are unique to each year – an authentic reflection of a time and place.

We love what we do and we're incredibly proud of Gusbourne. Whether in the vineyard, the winery, or beyond, we work together to build a sustainable future. We embrace tradition and challenge convention. We're at the forefront of the English wine industry – and that's an incredible place to be.

If you'd like to join us, an exciting opportunity has arisen for a Cellar Door Manager, leading the hospitality team at Gusbourne Estate and delivering exceptional guest experiences while driving direct-to-consumer sales across tours, food, wine, and memberships.

### The Role

At Gusbourne, guests visit The Nest – our Cellar Door – to experience the very best of English wine and hospitality. The Cellar Door Manager ensures every visitor leaves with a lasting impression of our quality, warmth, and attention to detail.

This senior, hands-on leadership role manages the day-to-day operations of the busy Cellar Door, overseeing all aspects of guest experience, sales, events, staffing, operations, health and safety, and marketing.

You'll spend at least two days per week duty managing on the floor, staying close to both your team and our guests. Weekend working is essential, though evenings are rare. The typical working pattern is Tuesday to Saturday, 9am–5pm, with occasional later finishes during summer months. Flexibility is required to cover Cellar Door opening hours.

### Key Accountabilities

#### **Guest Experience**

- Deliver and inspire the team to provide market-leading customer experiences across wine tastings, tours, food and wine pairings, membership events, and corporate functions.
- Maintain pace and quality of delivery while innovating to enhance guest offerings.
- Monitor and respond to guest feedback, overcoming service challenges proactively.

#### **Direct-to-Consumer Sales**



- Drive sales through exceptional customer service and promotion of Gusbourne wines.
- Monitor weekly KPIs, including bottle sales, average bottle price, tour and event revenue, and membership sign-ups.
- Implement initiatives to achieve and exceed targets, reporting on outcomes.
- Oversee inventory management, ensuring accurate stock control and appropriate use of allocated stocks.
- Collaborate with Marketing and Membership teams to drive membership growth and enhance member experiences.

#### **Team Management**

- Lead, motivate, and support the hospitality team to deliver excellence in a busy and operationally challenging environment.
- Role model strong behaviours, highlight commercial targets, resolve operational issues, and manage staff performance.
- Deliver energetic and informative pre-service briefs when duty managing.
- Oversee staff training, development, and appraisals, addressing performance issues constructively.
- Promote Gusbourne values and ensure the team conducts itself with values-led behaviour.

#### **Operational Management**

- Oversee daily operations of The Nest, providing proactive solutions and troubleshooting issues.
- Recruit, train, and manage staff within the staffing budget.
- Manage procurement and operational budgets, including payroll, inventory, waste management, and consumables.
- Ensure adherence to health and safety standards and company policy.
- Act as the Nest's point of contact for grounds management and maintenance requests.
- Represent The Nest in dealings with internal and external stakeholders.

#### **Marketing & Partnerships**

- Drive footfall to The Nest to achieve tour, bottle, and membership targets.
- Plan and adjust seasonal tours, experiences, and one-off events with the Events and Experiences Manager to maximise efficiency and achieve commercial targets.
- Work with Marketing to design and deliver local marketing strategies, including PR, social media, influencer visits, photography, and advertising.
- Ensure high-quality delivery of press, photographer, and influencer visits.
- Represent Gusbourne and The Nest with tourism organisations, local government, and media contacts.

#### **Role Requirements**

##### **Experience & Knowledge**

- Minimum of 3 years' experience leading a team in a hospitality environment involving food, service, and sales, with demonstrable floor leadership.
- Proven ability to deliver exceptional guest experiences and drive sales performance.
- Knowledge of or interest in wine; WSET Level 2 or above desirable.

##### **Skills & Attributes**



- Fun, energetic, and passionate about delivering outstanding guest experiences.
- Confident communicator, thriving in a busy, customer-facing environment.
- Operational rigour – comfortable problem-solving, delegating actions, and following through to completion.
- Strong people leader who motivates and develops staff while addressing poor performance constructively.
- Self-motivated, adaptable, and thrives in a fast-paced environment.
- Data literate, able to monitor KPIs and report upwards effectively.

### **Qualifications**

- WSET Level 2 or higher desirable.
- Health and Safety training advantageous.
- Full UK driving licence required.

### **Rewards**

- A fulfilling career in a dynamic and growing industry.
- Competitive salary based on experience.
- Benefits package including 25 days paid holiday, additional holiday for long service, 5% employer pension contribution, and Medicash healthcare.
- Staff wine allowance: 24 bottles per year.
- Preferential rates on wine purchases and tours.
- In-house WSET training at Levels 1–3.
- Birthday gift.
- Cycle to Work Scheme.
- Invitations to staff events, including summer socials and Christmas parties.

### **Job Type and Salary**

- Full-time, 35 hours per week, permanent.
- Typical working pattern: Tuesday to Saturday, 9am–5pm (flexibility required).
- Competitive salary based on experience.
- Location: Gusbourne Estate, Kenardington Road, Appledore, Kent, TN26 2BE.

### **To Apply**

Please respond with your CV and covering letter to our Gusbourne Recruitment Team at [recruitment@gusbourne.com](mailto:recruitment@gusbourne.com) by Friday 5th December 2025. No Agencies, please.

*At Gusbourne, we are committed to creating a diverse and inclusive workplace. We believe in equal opportunities for all and welcome applications from individuals of any age, gender, ethnicity, disability, sexual orientation, or religion. If you require reasonable adjustments during the recruitment process, please let us know.*