



Job Title	Shopkeeper
Department	Retail
Approximate Department Size	20
Reports to	Shop Manager/Operations Manager
Direct Reports	NA
Will this role qualify for tronc or bonus?	Performance Bonus

Purpose of this role
Provide a consistently high standard of customer service across our retail outlets, greeting guests warmly, offering informed product guidance, and ensuring every visit is smooth, efficient, and memorable.
Responsibilities
<ul style="list-style-type: none"> • Deliver engaging, knowledgeable customer service, including tastings and product recommendations. • Operate tills accurately and efficiently; maintain queue flow and service speed. • Replenish stock and rotate products to First-In-First-Out standards; minimise wastage and complete required paperwork. • Maintain a clean, safe, and well-presented shop environment at all times. • Create and maintain eye-catching, commercially effective merchandise displays.
Characteristics needed for this role
<ul style="list-style-type: none"> • Clear and confident communicator • Confident working independently or as part of a team • Highly reliable • Professional and well-presented
Characteristics desired for this role
<ul style="list-style-type: none"> • A passion for food and drink • Results driven attitude
Skills and experience needed for this role
<ul style="list-style-type: none"> • Previous experience in a customer-facing role
Skills and experience desired for this role
<ul style="list-style-type: none"> • Previous experience in a similar retail role • Understanding of sales targets • Basic Excel knowledge



Qualifications needed for this role
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| <ul style="list-style-type: none">• None required |
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Qualifications desired for this role

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| <ul style="list-style-type: none">• None required |
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What systems will be used in this role?
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| <ul style="list-style-type: none">• Till system – training provided |
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Department Description

<p>Our Retail Team works closely with our Product Team, Events, and Hospitality departments to ensure a seamless guest experience across the estate</p>

<p>We operate three beautifully curated food and lifestyle outlets:</p>

<p>The Farm Shop – At the heart of our estate, offering home-grown and handmade produce, from cheese and butchery to cyder and seasonal veg.</p>
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<p>House & Garden Shop – A celebration of Somerset living, with scents, tableware, and crafted home goods.</p>
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<p>The Creamery at Castle Cary Station – Our newest location bringing The Newt to guests on the move.</p>
