



Come for the books, stay for the wine

ASSISTANT MANAGER, EVENTS AND SOCIAL MEDIA

Job Description

About The Role

There's nothing better than a good book with a good glass of wine. At the BookCellar, we're building a space where that simple pleasure is at the heart of everything we do. This is an independent bookshop in Stokes Croft, Bristol, with an integrated reading room serving wine, coffee, and light food throughout the day and evening. We have approximately 25 covers on the shop floor and meeting rooms for up to twenty-four people; multiple spaces for customers to linger, discover, and enjoy.

As Assistant Manager for Events and Social Media, you are first and foremost a bookseller. You love books, you love helping customers find the right title, and you're passionate about the concept of pairing them with wine. Alongside your shop floor duties, you will manage our events calendar, third-party room bookings, and social media — driving engagement and footfall for both events and the shop. Our events and space utilisation business is a critical revenue driver for the BookCellar. You'll think about events as revenue and margin opportunities, pricing them appropriately, filling the calendar strategically, and understanding exactly how each event contributes to the bottom line. You'll work evenings primarily, when events naturally sit, and you'll be responsible for maximising the utilisation and profitability of our spaces.

Events Programming

We run four distinct types of events at the BookCellar.

1. Our regular general events programme will include silent reading nights and similar gatherings that create space for customers to enjoy books and wine in community.
2. Our book clubs and reading groups programme runs regularly throughout the week, bringing together readers to discuss titles and build loyalty.
3. We also host special events—author readings, poetry nights, and similar programming—that drive footfall and create moments of cultural significance.
4. Finally, we manage third-party bookings, renting our meeting spaces to external organisations for courses, meetings, and private events.

As Assistant Manager for Events and Social Media, you'll manage all four streams, understanding how each drives revenue, engagement, and the overall character of the BookCellar.

Key Responsibilities

Bookselling

- Work on the shop floor, welcoming customers and creating a warm, engaging atmosphere
- Help customers find the right books through conversation and recommendation
- Contribute to stock management, including receiving, shelving, and stock-taking
- Support the book and wine pairing concept across the whole team

Events and Space Management

- Develop and manage our four-stream events calendar — regular general events, book clubs and reading groups, special events, and third-party bookings
- Understand the economics of each event type and make decisions based on profitability and strategic fit
- Price events appropriately to cover costs and generate margin
- Actively seek out and manage third-party room hire opportunities
- Coordinate logistics, setup, and breakdown for all events
- Maintain health and safety standards and licensing compliance for events
- Welcome event attendees and create an atmosphere where customers feel valued and want to return
- Manage queries and feedback from event customers

Social Media and Marketing

- Manage the BookCellar's social media presence across relevant platforms
- Create and schedule content that drives engagement and promotes events, new stock, and the book and wine pairing concept
- Use social media strategically to build community and drive footfall to both events and the shop

Key Holder and Duty Manager Responsibilities

- Serve as a key holder and duty manager during evening shifts, with responsibility for opening, closing, and licensing compliance
- Ensure appropriate supervision and adherence to our premises licence obligations during events

What We're Looking For

- Genuine passion for books and knowledge across both fiction and non-fiction genres
- Enthusiasm for hand-selling and recommending titles
- Proven experience managing a busy events calendar
- Strong commercial acumen and the ability to think about events as revenue and margin opportunities
- Excellent organisational and project management skills
- Social media experience and the ability to create engaging content
- Strong relationship-building skills with customers, event bookers, and attendees
- Confidence in pricing and negotiating

- Reliability and willingness to muck in across everything
- Comfort working evening and weekend hours as standard

Development and Growth

You'll be part of a team building something different. Stokes Croft is our first outlet, but we're establishing a repeatable model that we plan to scale nationally. As we expand, there are real opportunities for you to develop expertise in your specialism and to take on increasing responsibility and leadership as we grow to new locations.

As an Assistant Manager, you'll also have direct access to the publishing community - authors, publishers, and suppliers - building connections that are rare in retail and genuinely valuable if books are your passion. We're building a business where our team are active participants in the book world, not just booksellers.

We want our whole team to grow with us.

Terms and Benefits

This is a salaried role at £28,000 pro-rata. We are looking for candidates available between 30 and 40 hours per week (including evenings and weekends), and we will agree a schedule that works for both parties. As with all roles at the BookCellar, the expectation is that you are first and foremost a bookseller, with your managerial responsibilities picked up during quieter periods on the shop floor.

- Salary: £28,000 pro-rata
- Hours: 30–40 hours per week
- Holiday: 28 days per year pro-rata
- Pension: statutory auto-enrolment
- Staff discount: 40% on books, food, and drink

How to Apply

To apply, please send your CV and a cover letter to contact@bookcellar.uk by 3rd April 2026. We will be reviewing applications as they arrive and reserve the right to close the window early, so we'd encourage you to apply promptly.

In your cover letter, please include a recommendation for a book you have read and loved recently, not just the title, but why it moved you, stayed with you, or why you'd press it into someone's hands and, if you're feeling brave, what drink you would pair it with.