

JOB DESCRIPTION

OFF LICENCE ASSISTANT MANAGER

Responsible for:	Sales Assistants
Responsible to:	Store Manager & Operations Team
Main purpose of job:	To promote and deliver the very highest standard of customer service and to maximise the profitability of the branch through the effective and efficient use of all available resources, while implementing the long and short-term strategies of WineFlair (Belfast) Ltd. To support the Store Manager in all aspects of their work and deputise in their absence.

Tasks/duties involved:

Customer Service

- To offer an efficient and friendly service implementing Company guidelines.
- To ensure Customers are served as efficiently as possible by assisting the Manager to plan for busy periods and ensuring Customer arrival patterns are met.
- To try to meet specific requests or demands of Customers wherever possible.
- To respond to any Customer queries or complaints as quickly and effectively as possible.
- To continuously develop and share your product knowledge with Staff and Customers.
- To ensure the layout and appearance of the Store is appealing to Customers
- To appear well presented and professional in terms of dress code at all times. Where a Company uniform is provided, it must be worn in accordance with Company policy.

Staffing and Training

- To be able to work unaccompanied and use your own initiative.
- In the absence of the Store Manager, to ensure that the Store is open for business as per the agreed opening hours and to plan staff rotas as to achieve the required levels of staffing, with adequate coverage for holidays and sickness.
- To help ensure that adequate staffing levels are maintained and to assist in the recruitment and selection of replacement staff as necessary.
- To assist the Store Manager in ensuring staff receive the full training required to do their duties
- To be fully conversant with all routine operational tasks performed by your Manager at the premises e.g. banking, ordering, deliveries, stock control, paperwork, wages, etc. so in their absence you can fulfil these and any other duties required to maintain the Store performance.

- To be fully conversant with all routine operational tasks performed by staff at the Store, till operation, cash handling procedures etc., so if required to can assist, advise and deal with any queries required.
- To assist the Manager to management staff performance through clear communication of expected WineFlair and Store standards and providing feedback on individual performance and progress while employed at WineFlair.
- To encourage teamwork to support the attainment of Business and Store objectives and goals. Discuss Store performance and sales achievements regularly with Manager and Staff and encourage them to contribute ideas and suggestions for improvements.
- To effectively communicate relevant company information with all staff and encourage good communication between staff members at all times.
- To be aware of and adhere to WineFlair's Policies and Procedures concerning all H.R. issues, harassment, equal opportunities, sickness, absence and holiday entitlement and assist in performing disciplinary and grievance procedures as required/requested in accordance with Company Policy.
- To lead by example, setting and adhering to standards of conduct and performance expected of your position and ensure that all staff do the same.

Merchandising & Deliveries

- Ensure that all new stock on promotion is placed on shop floor/shelves/stands as per the Floor Plan
- Ensure stock from previous promotions are removed from prime store locations and any excess stock stored in back store area.
- Ensure all POS (Posters, A4, Barkers etc.) are put up in Store windows, fridges, floor displays etc.
- Ensure that all new promotions information is downloaded and updated on a daily basis to tills, labels etc.
- Take in and check off all deliveries and ensure shop front is stocked out fully before moving any excess stock into back store area.

Administration and Accounting

- To help complete all site paperwork and accounts accurately and promptly for submission to WineFlair Head Office as specified, and to ensure all necessary paperwork is completed in the absence of the Store Manager.
- In the absence of the Manager, to calculate and reconcile Wages Sheets, recording hours of employment in line with Company procedure.
- In the absence of the Manager, to manage and record petty cash levels, ensure all banking and lodgements are processed accurately and correctly and on time.
- In the absence of the Manager, to identify reasons for cash shortages with the staff concerned and take the necessary steps to prevent repetition through training and supervision or disciplinary action if necessary.
- In the absence of the Manager, to ensure all till shortages by staff are reimbursed and relevant paperwork for Head Office is completed and sent accordingly.
- To process all cash and credit/debit cards strictly in accordance with current Company Policy.

- To adhere to Company Policy on stock ordering to maintain product stocks to levels required to meet demands.
- To ensure stock control and rotation of stock to ensure you minimise out of date stock levels.
- To place orders in line with Company Policy and to supervise and document the receipt of all goods delivered, promptly and correctly.
- To assist with Stock Taking as and when required helping ensure Store to ready for Stock Take and Stock levels are accurately recorded and monitored.

Sales and Marketing

- To increase sales of all products wherever possible, by means of promoting customer loyalty and encouragement of new business.
- To merchandise products in an accurate and appealing way to capture the attention of customers and to achieve increased sales.
- To ensure staff and customers are aware of in store promotions or special offers through appropriate and full use of all approved promotional material.
- To ensure all promotions/special offers are administered correctly, are operational on the correct dates and sufficient stock is available to meet the potential increased demand for promotional goods.
- To ensure that no advertising posters/promotional material other than those authorised by WineFlair are displayed, and that all material is clean, properly displayed and up to date.
- To ensure shelves are clean, properly stocked and front facing, and that stock rotation is carried out on a regular basis.
- To be aware of local competitor activity, informing your Store Manager/Area Manager of any changes or new developments.

Availability

- To attend meetings and management development/training programmes as required by senior management.
- To perform key holding duties as and when required by Head Office and/or Alarm Company (part of your role – no call out fee)
- To work alternative Friday and/or Saturday Evening Shifts in conjunction with other store management members.
- To be flexible as regards location of work and willing to assist in other WineFlair stores as and when required.
- To be flexible in availability to cover absenteeism and work extra hours if and when required.
- To support the manager in all aspects of their work
- To step up and deputise in the absence of the Manager.

Health and Safety

- To understand and abide by WineFlair's Health and Safety at Work policy; ensure all staff are familiar with this and adopt a pro-active approach.

- To observe the highest standard of personal hygiene whilst on duty and comply with any Health and Safety requirements concerning dress code.
- To understand the importance placed on site cleanliness and appearance due to Health and Safety legislation and to ensure that all areas of the premises (including staff areas, stockrooms, yards and shop fronts) are kept neat, tidy and spotlessly clean.
- To help conduct routine monthly inspections of the retail premises monitoring the physical condition of the premises and activities carried out at work. This includes controlling exposure to hazardous substances as defined by COSHH regulations. Any hazardous conditions or action required must be reported to your Area Manager and the Human Resources Department.
- To help ensure compliance with all Food Hygiene Laws and Regulations through implementing HACCP guidelines on identifying, controlling and monitoring possible hazards.
- To be familiar with the location and use of all fire extinguishers and emergency/fire evacuation procedures.
- To ensure that the correct manual handling procedures are adhered to at all times, including when receiving orders and replenishing stock.
- To maintain and replenish the Site First Aid Box and record all usage.
- To record all injuries and incidents in the Accident Book and ensure a copy of the Wineflair accident form is completed and returned to Human Resources.
- To understand and ensure compliance with all 'Age Restricted' Legislation including Tobacco, Lighters, Fuels and Solvents.

Security

- To ensure that WineFlair property and equipment are safeguarded at all times, monitoring any suspicious circumstances or potential security risk. Report to your Store Manager full details of any damage to property or persons, or loss of goods or stock and of persons responsible.
- Attend as and when required all Alarm calls as part of your Key Holder duties and ensure that your contact information is up-to-date.
- To be familiar with the use of video surveillance equipment, store security systems and safes.
- To maintain professional confidentiality at all times and not disclose confidential company information or material to any unauthorised person.

Any other duties relating to the position, as may be deemed necessary by the management.