

## **JOB DESCRIPTION**

# **SALES ASSISTANT**

**Responsible to:** **Line Manager / Store Management Team / Area Manager**

### **Responsibilities:**

#### Customer Service

- To report for work in good time to begin work at the hours specified by the Manager.
- To serve all Customers with courtesy and efficiency, being cheerful and welcoming at all times.
- 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.
- To work harmoniously and co-operate fully with all other members of the Store Team and Company Management, to foster a good team spirit.
- To respond to any Customer queries or complaints as quickly and effectively as possible.
- To be able to work unsupervised and use your own initiative.

#### Sales

- To develop, use and share product knowledge with Customers when appropriate and encourage them to buy our merchandise.
- To operate all promotional services to Customers in accordance with Company Policy and ensure that Customers are offered the correct number of sales promotion items they are entitled to as part of any Promotion offered by WineFlair.
- To assist with the attractive and accurate merchandising of goods maintaining standards of presentation and display within your Store.
- To adhere to all Licensing Legislation & Company Challenge I.D. Policy.
- To understand and ensure compliance with all 'Age Restricted' Legislation, including Alcohol, Tobacco, Lottery, Fuels, Lighters, Solvents, Razors, Blades etc.

#### Cash Handling

- To be fully aware of all cash and credit/debit card handling procedures and to adhere to them scrupulously. In the event of till shortages, their causes must be identified through discussion with the store Manager to ensure they are not repeated. Disciplinary action will be taken if necessary as specified in the Employee Handbook.
- To monitor the amount of money in the till to ensure it remains at an acceptable level.
- To ensure all Company Credit/Debit Cards procedures are adhered to at all times.

#### Stock Control / Line Counts / Deliveries

- To accept in all Deliveries during your shift and adhere to delivery policies and procedures.
- To put away products/goods/items from deliveries either on Shop Floor/Fridges and or Store Room
- To conduct Line Counts of Stock as requested – ensuring you count all relevant Stock on Shop Floor/Fridges and Store Rooms
- When filling out stock on Shop Floor and Fridges, check dates and rotate stock accordingly (this may require existing stock taken off shelves, new stock put at back and current stock placed at front)

### Availability

- To attend meetings and training programmes as required by senior management.
- To be flexible in availability to cover absenteeism and work extra hours if and when required.
- To be flexible as regards location of work and willing to work in other Wineflair stores as and when required.

### Health and Safety

- To be fully conversant and comply with Wineflair's Health and Safety at Work policy.
- To adhere to all Health & Safety Legislation, regulations and requirements.
- To observe correct Manual Handling procedures at all times, including when receiving orders and replenishing stock.
- To observe the correct 'Working at Heights' procedures at all times, including when receiving orders and replenishing stock.
- To follow food hygiene procedures in line with company policy and legal requirements.
- To be familiar with the location and use of all fire extinguishers and emergency/fire evacuation procedures.
- To observe WineFlair's No Smoking Policy and only smoke in designated areas.

### Security

- To ensure that Wineflair property and equipment are safeguarded at all times, reporting to the Manager in writing details of any damage to property or persons, or loss of goods or stock and of persons responsible.
- To inform the Manager of any suspicious circumstances or potential security risk.
- To maintain professional confidentiality at all times and not disclose confidential company information or material to any unauthorised person.
- To ensure Company Opening & Closing procedures are adhered to ensure personal and store safety.
- To comply with Company Security procedures with reference to using 'Mag Locks' on front doors, ensure personal safety – lone working.

### Other Duties

- While not on a till, to carry out those duties specified by the Manager in respect of stock replenishment, pricing and coding merchandise.
- To carry out specified site housekeeping duties so as to ensure that the site's standards of cleanliness, appearance and hygiene are maintained to the highest standards.
- To participate in forwarding suggestions for the improvement of the company.
- To develop positive relationships and good communication with colleagues and team members.

### Authorities

- Authority to sell shop merchandise only at price marked on price labels.
- No authority to authorise Discount, unless authorised by Store management.
- No authority to spend Petty Cash, unless authorised by the Store Manager.
- No authority to permit Customers to exceed specified credit/debit card limits.
- No authority to accept transfer charge telephone calls or to make private telephone calls.

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