

JOB DESCRIPTION

SENIOR SALES ASSISTANT

Responsible to: Store Management Team / Assistant Manager
/Area Manager

Responsible for: Sales Assistants

Main purpose of job: To be an integral part of the Store Team, assisting the Manager and Assistant Manager in the day to day operations of the Store, which will include Staff Training, Cash Management, Stock Control, Merchandising, Housekeeping, Store Security and Health & Safety.
To deliver the highest of standards in Customer Engagement, Store Standards to ensure the Store and Products are visually appealing and available to Customers.
Ensure all staff adhere to Company Policies & Procedures at all times.
Delegating tasks to Staff and assisting with Induction and Refresher Training in Store.
Take responsibility for Tills, daily Cash Management (Reconciliations /Banking) and Store security when on shift.

The Person: Must have a 'can do' attitude to work, be able to work productivity. You will be required to be confident and diligent in upholding all Company Policies & Procedures and Licencing Legislation in line with WineFlair's Company Policy.
Be willing to learn and share knowledge about our products and pass these onto other Staff and Customers.
Lead by example and be confident in dealing with staff.
Be available to work on a rational basis at key periods in line with store needs and customer demands (i.e. days, evenings, weekends and public holidays).
Be punctual, well-presented in uniform and set a good example for all junior staff.
Must be able to work unaccompanied and using own initiative to achieve objections set for the Store.
Must be willing to step up and cover in the Store if required in the absence of management.

Roles / Responsibilities:

Customer Service

- To report for work well presented in Company uniform and in good time to begin work at the hours specified by the Rota.
- Provide excellent Customer Service at all time, be courtesy, friendly, approachable and welcoming, ensuring that Customers receive a pleasant shopping experience.
- Be professional at all times with Customers and Suppliers remembering you are the representative of WineFlair even if dealing with difficult situation. Never lose your temper, raise your voice or be rude to a Customer – always remain calm and polite.
- Be aware of all promotions and offers available in your Store and rely these to Customers.
- When possible be able to assist Customers with large purchases.
- Respond to any Customer queries or complaints as quickly and effectively as possible.
- Be confident and willing to challenge Customers as often as required in line with Company Challenge 21 Policy and Licensing Legislation.

Team

- To work harmoniously and co-operate fully with all other members of the Store Team and Company Management, to foster a good team spirit.
- Be an efficient member of the Store Team, able to work unsupervised and use your own initiative, to ensure effective running of the Store.
- To direct and delegate daily tasks /duties to sales assistants when you are supervisor on shift and/or in the absence of management.
- To assist the Manager and/or Assistant Manager with any training of sales assistants as and when required to ensure staff are fully trained to complete all duties.

Sales

- To develop, use and share product knowledge with other Staff and with Customers to encourage sales and up selling of our merchandise.
- To ensure all Customers are aware of WineFlair's monthly promotional offers, impart your knowledge or new products – offer suggestions.
- Use every sales opportunity to promote upselling and additional sales to increase basket spend.
- To assist with the merchandising of goods, maintaining standards of presentations and displays within your Store.
- 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 absence of Store Management ensure all Till /Cash /Banking Processes and Procedures are completed in line with Company Policy.
- In the absence of Store Management ensure all Till Shortages are identified and relevant Staff made aware of reimbursement process. If necessary follow up on all till shortages and escalate relevant issues to Cash & Security Manager.
- In the absence of Store Management, monitor all till shortages and till drops and escalate concerns to Cash & Security Manager.
- To ensure all Company Credit/Debit Cards procedures are adhered to at all times.

Stock Control

- To accept in all deliveries during your shift and adhere to Deliveries Policies & Procedures.
- To ensure all deliveries are accepted into stock accordingly and as required.
- Ensure any delivery damages are followed up with Supplier and any issues/queries escalated to Manager or Area Manager if required.
- Be responsible, in the absence of Store Management for placing weekly stock orders and liaise with Area Manager.
- Ensure the Store is stocked out where required - Shop Floor/Fridges and or Store Room
- Conduct Line Counts as per H.O. Schedule, escalate any issues /concerns to your Manager.
- Conduct Date Checks, Stock Rotation and replenishment of stock.
- To assist with 'promotional change over' ensuring all POS and Labels are correct and updated.

Health and Safety

- To be fully conversant and comply with WineFlair's Health & 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 adhere to all Food Hygiene Procedures in line with Company Policy and legal requirements.
- Familiarise yourself with the location and how to 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 and Health & Safety Manager any damage to property or loss of goods/stock or any injury to any person in the Store – Staff and/or Customer.
- Inform the Manager and Security 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 as per the operational rota.
- To hold Store Keys and be available to attend Alarm Calls as per on-call rota.
- To comply with all Company Security Procedures with reference to personal safety and lone working (i.e. Mag Locks /Hats & Hoodies / Money in Till Drawer etc.)

Other Duties

- While not on a till, carry out other duties as specified by the Manager in respect of updated/new labels, line counts, date checks, stock replenishment etc.
- Carry out site housekeeping duties so as to ensure that the standards of cleanliness, appearance and hygiene are maintained to the highest standards.

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.

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

As a Senior Sales Assistant it will in the absence of Store Management be your responsibility to ensure that all Staff not only adhere to Company Policies & Procedures but that all Store Operational needs and tasks are delegated, scheduled and completed.