



JOB DESCRIPTION & PERSON SPECIFICATION

Job Title: SALES ASSISTANT

Reporting To: BRANCH MANAGER/ASSISTANT MANAGER

1. Primary Objectives

- To exceed customer expectations via the “Seasalt” experience
- To help your branch reach its sales targets

2. Main Tasks and Key Areas of Work

To **inspire our customers** and to achieve **maximum sales** by:

- Giving exceptional customer service on the sales floor, at the till-point, and at the fitting rooms
- Having up-to-date product knowledge
- Making sure the displays are topped-up with complete size ranges, correctly priced & size-cubed, and security tagged
- Making sure the displays are neat, and the shop immaculately clean
- Looking out for shoplifters
- Processing sales at the till
- Dealing with customer special requests - Priority Transfers, mail order etc
- Handling customer queries/complaints by phone or in-store

To **help with the day to day operations of your branch** by:

- Checking-in deliveries from suppliers & other branches
- Stockroom duties including re-stocks, preparing stock to go out on the shop floor, tidying and cleaning
- Picking IBTs & processing on Futura
- Helping with stock takes
- Communicating effectively with colleagues, other branches and Head Office
- Cooperating on health and safety matters, including reporting any hazards
- Promoting Seasalts’ environmental policies, complying with our environmental management systems
- And any other additional duties required by the needs of the business

3. Performance Targets

- Achieving sales targets
- Good customer feedback
- 100% attendance record
- Achieving target score on the Branch Checklist
- 100% correct ticketing/labels/tags

4. Scope of Authority

- Make sales, handle money
- Telephone customers & branches
- Request PTs

5. Other Specific Requirements of the Post

- Keep confidential any company business or statistics
- Ability to work hours as required by the business
- To represent Seasalt Limited and promote its brand image through all activities

6. Person specification for this post

ASSESSMENT CRITERIA	ESSENTIAL SKILLS	DESIRABLE SKILLS
QUALIFICATIONS		GCSE or equivalent maths & English grade C or above
WORK RELATED EXPERIENCE/SKILLS		Previous retail experience
PERSONAL SKILLS/ QUALITIES	<ul style="list-style-type: none"> • Friendly, smiling & interested in our customers • Keen to make the sale • Self motivated & able to use initiative • Flexible approach • Neat, clean and tidy image • Loyal and reliable • Team worker 	Experience of working in a team
SPECIAL WORKING CONDITIONS	Willing and able to work additional hours as required	