

# GSA Enterprises Ltd Job Description

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## Job Title

Sales Assistant

## Reports To

- Retail Supervisor
- Retail Manager

## Job Purpose

Ensure the smooth running, quality and profitability of GSA Enterprises Ltd's retail and tour operations, across the heritage shop, design shop and ticketing point.

## Person Specification

- Strong customer focus and selling skills.
- Experience in a retail environment including EPOS sales and stock control systems, merchandising and electronic cash handling systems.
- Excellent communication, team working and organisational skills.
- A 'can do' enthusiastic and flexible attitude, good time keeping and smart appearance, reliable, calm, confident, hardworking, cheerful disposition.

## Specific Duties and Responsibilities

### Customer Service

Ensure the highest standard of personal customer service, dealing with comments and queries and exceeding customer and visitor expectations.

## **Sales**

Be aware of and make every effort to achieve team sales targets, by taking a proactive approach towards selling products and tours

Assist in analysing and interpreting sales performance.

## **Visual Merchandising**

Merchandise stock attractively and according to guidelines issued, to encourage maximum spend per customer.

Regularly assist the VM supervisor and Retail Manager in reviewing the shop layout and stock profiles, to enable maximum shop performance and profitability.

Deliver excellent standards of cleaning, stock replenishment and housekeeping in all public areas.

## **Administration**

Ensure that all performance reporting, relevant paper work and administration is completed and distributed appropriately and on time .

Implement promotions using the appropriate marketing tools, to maximise the impact and effectiveness of promotion.

Process customer, mail order and online enquiries for all products promptly and accurately.

Cash handling, reconciliation and banking.

Operate an E.P.O.S. system accurately and efficiently, updating systems and additional relevant administrative work.

## **Product**

Develop a thorough product knowledge in order to identify specific features relevant to the visitor experience and proactively communicate these with customers.

Ensure that stock deliveries are unpacked, checked off accurately and confirmed with back office staff efficiently.

Label products neatly with price and point of sale information.

Check sales and stock levels for all products regularly and liaise with the Retail Supervisor on stock replenishment and new product selection.

Establish strong supplier relationships for the mutual aim of increasing revenue and profit.

Carry out stock takes efficiently and accurately as and when required.

### **Tours**

Assist in organising and operating an efficient tour schedule.

Monitor standards of tours and liaise with management to continuously improve the visitor experience.

Respond to customer enquiries in person, by email and by telephone (internal and external customers) in an efficient and courteous way ensuring the highest levels of courtesy and customer service at all times.

Liaise with GSA front of house teams regarding large tours / changes to tour times etc to ensure the smooth running of the tours throughout the campus.

Recording and monitor the use of tour guide key sets stored within the shop.

Take payment for tour tickets both for individual visitors and face to face group payments.

### **Training and development**

Attend team meetings as specified and participate in training and development sessions to ensure appropriate and useful knowledge is gained with the aim of furthering your ability and career.

### **Health and Safety**

Ensure that the duties and responsibilities as defined in the company's Health and Safety Policy are implemented within the sphere of operation of the post with particular reference at all times to the health and safety of employees, members of the public and visitors.

### **Security**

Key holder for the shop with responsibility for opening and closing, security of stock and cash.

## Other

Participate in the planning and execution of regular promotional and seasonal marketing activity and assist in delivering events to enhance turnover and encourage customer loyalty.

Any other duties, projects or assignments appropriate to the post and in line with the needs of the company.

## Relationships

Internal Contacts:

General Manager, Retail Manager, Supervisors, Tour Coordinator, Sales & Marketing Coordinator, Tour Guides.

Members of GSAE's board of Directors, GSA academic and support staff.

External Contacts:

Tourists, retail customers, visitors to the School and private/specialist tour groups, suppliers and tour operators/guides.

## Terms & Conditions

<b>Contract:</b>	various
<b>Probationary period:</b>	1 month
<b>Salary:</b>	£6.57 per hour, increasing to £6.77 per hour after 1 year's continuous employment.
<b>Hours:</b>	Variable flexible hours over a seven day trading period
<b>Holidays:</b>	30 days pro rata, including public holidays, rising to 35 days after 3 years' continuous employment, (paid holidays accrued with hours worked). Holiday pay is currently issued on a quarterly basis.
<b>Notice period:</b>	1 month
<b>Disclosure Scotland:</b>	All posts at Glasgow School of Art Enterprises Ltd are subject to a Disclosure Scotland background check.