**GSA Enterprises Ltd Job Description**

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**Job Title**

Sales Assistant

**Reports To**

**Primary:** Retail Buying and Operations Manager / Retail Supervisor
**Secondary:** Communications and E-commerce Manager/ Tour Interpretation and Programme Manager / Commercial Development and General Manager

**Job Purpose**

Ensure a warm welcome and orientation for all customers. Proactively assist in the smooth running, quality and profitability of GSA Enterprises Ltd's retail and tour operations, across the heritage shop, design shop, online shop and ticketing point.

**Person Specification**

Strong customer focus and selling skills.

Experience in a retail environment including sales and stock control, 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, a reliable, calm, confident, hardworking, friendly and cheerful disposition.

**Specific Duties and Responsibilities**

**Customer Service**

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

**Sales**

Achieve team sales targets by taking a proactive approach towards selling both retail products and tour tickets.

Assist in analysing and interpreting sales performance.

Process in store and online purchases accurately and promptly, taking into account card and cash handling security policies and ensuring the highest standards of packaging and presentation.

**Visual Merchandising**

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

Regularly assist 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.

Assist in executing window changes and in creating new displays using point of sale, display equipment and product, and hanging / applying new signage and transfers.

**Administration**

Ensure that all performance reporting and administration is completed and distributed accurately and on time.

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

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

Cash handling, reconciliation and banking.

Operate an EPOS system accurately and efficiently, including any related administrative tasks.

**Product**

Develop thorough product knowledge of every item in store and online in order and identify specific features and items relevant to the visitor experience. Proactively communicate your knowledge with customers to inspire their purchases.

Learn everything you can about the tours and the running schedule and communicate this information enthusiastically to convert visitors into tour participants.

Ensure that stock deliveries are unpacked carefully, checked off accurately and confirmed with line managers efficiently.

Label products neatly with price and point of sale information.

Check sales and stock levels for all products regularly and liaise with line managers 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 manner, ensuring the highest levels of 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 and resource packs stored within the shop.

Collect payment and issue tour tickets and stickers both for individual visitors and groups, ensuring accuracy at all times and proactively welcoming groups and managing queues.

**Marketing and communications**

Assist where needed in communicating key messages for GSAE and the School.

Help out with ad hoc tasks such as flyer distribution, special events and administrative tasks.

**Events**

Participate in the smooth running of events, including setting up spaces, meeting and greeting, pouring drinks, sharing your knowledge, general customer service and sales.

**Training and development**

Participate in training and development sessions to ensure appropriate and useful knowledge is gained with the aim of furthering your abilities and career.

**Health and Safety**

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

**Security**

Act as key holder for the shop when requested, with responsibility for opening and closing, security of stock and cash, following the company's security policies and procedures at all times.

**Other**

Participate in the planning and execution of regular promotional and 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:

GSAE Directors, Commercial Development and General Manager, Retail Buying and Operations Manager, Retail Supervisors, Tour Interpretation and Programme Manager, Communications and E-commerce Manager, Tour Guides, Sales Assistants. GSA academic and support staff.

External Contacts:

Retail customers, tour participants, exhibition visitors, event delegates, suppliers, tour operators/guides, journalists, film crews, contractors, city promoters, staff from associated venues and attractions.

## Terms & Conditions

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| **Contract:** | 6 month fixed term. |
| **Probationary period:** | 3 months. |
| **Salary:** | £8.25 per hour, paid weekly by bank transfer. |
| **Hours:** | Various. |
| **Holidays:** | 30 days pro rata, including bank and public holidays, rising to 35 days after 3 years' continuous employment. Holiday pay is accrued with hours worked. Holiday pay is currently issued on a quarterly basis to hourly paid staff. |
| **Notice period:** | 1 month |
| **Disclosure Scotland**: | All posts at Glasgow School of Art Enterprises Ltd are subject to a Disclosure Scotland background check. |