



SERVICE ASSISTANT POSITION DESCRIPTION

POSITION DETAILS	
Position Title	Service Assistant
Reports to (Position Title)	Team Supervisor
Department / Division	As assigned. This may change according to Company needs.
Nature & Number of Direct Report	Nil
Nature & Number of Indirect Reports	Nil
Date	October 2013

PURPOSE STATEMENT

Contribute to the overall success of the Company by maximising sales and providing quality customer service, ensuring your designated work area is ready for business at all times. Drive the Mitre10 Vision Purpose and Values by delivering excellence in customer service and acting in the best interests of the Company at all times.

KEY ACCOUNTABILITIES OF POSITION

Accountability Description	Measure	Weighting
1. Customer Service	<p>Provide customers with the highest standard of service at all times</p> <ul style="list-style-type: none"> Ensure customers are the number one priority Acknowledge all customers within a three meter radius Answer customer enquiries and seek assistance when necessary Make enquiries as to the customer's project, provide specific product knowledge and give advice on the most suitable product for their circumstances Apply the <u>GREAT</u> principal at all times <p style="text-align: center;"> Greet the customer Respond to them Empathise with them Ask for the Sale / add-ons Thank them </p> <ul style="list-style-type: none"> Answer the telephone in a polite and helpful manner within 4 rings Take rain-checks or order product in for customers when required Deliver the Mitre10 Price Promise Understand and deliver the Easy As customer experience throughout the store. Understand and drive the Customer Centred Service and Voice of the customer culture throughout the store. Following the appropriate operations and procedures manual when working on checkouts. Multi-skill/cross train in different departments to increase your level of knowledge and experience, enabling you to deliver exceptional service to customers whichever department you are assigned to. 	30%

5: Sales Technique	Apply effective selling techniques to maximise sales <ul style="list-style-type: none"> ▪ Use a combination of selling techniques to positively promote products and to advise customers of special promotions on offer ▪ Use appropriate techniques to close the sale ▪ Keep up-to-date with your department's progress towards targets 	10%
6: Stock Management	Be actively involved in stock processes as required for your assigned department <ul style="list-style-type: none"> ▪ Deal with faulty goods returns and credits as per Procedure manual, ensuring their safe handling and relocation to the appropriate department ▪ Process customer orders and branch transfers as required, following company procedures ▪ Perform stock take procedures accurately and efficiently ▪ Put stock away as soon as it arrives from stock room ▪ Ensure stock is correctly priced and labelled. ▪ Regularly check stock levels and notify any shortages / surpluses or product requests and arrange for stock to be re-ordered as requested ▪ Identify high moving lines and poor sellers and discuss with your line manager ▪ Display stock according to merchandising guidelines and instructions from your manager and in a manner which keeps shrinkage to a minimum. 	15%
7: Security	<p>Maintain full awareness of your surroundings at all times with regard to security issues</p> <p>When working on checkouts:</p> <ul style="list-style-type: none"> ▪ Keep tills closed and secure at all times except when processing a transaction ▪ Ensure cash levels within tills do not exceed the specified limit and request uplifts when required ▪ Be constantly vigilant of people around the till area and report any suspicious characters or security concerns immediately to duty management ▪ Report anyone who attempts to offer you a bribe in return for allowing goods to pass through the checkout without being scanned ▪ Adhere to company cash handling / transaction processing procedures at all time. <p>At all other times:</p> <ul style="list-style-type: none"> ▪ Maintain an awareness of those people that present a shrinkage risk to the store. ▪ Following the Customer Centred Service training to acknowledge every customer in store - to act as a deterrent for those who are acting suspiciously. ▪ Be vigilant at all times to reduce theft. ▪ Actively participate in profit protection training / committees in store. ▪ Ensure high risk/high valued items are security tagged or secured as soon as they arrive in store. ▪ High risk/high value items must be regularly monitored throughout the shift. 	20%
8: Merchandising	Maintain high merchandising standards for your department <ul style="list-style-type: none"> ▪ Keep stock and shelves clean tidy and faced-up at all times ▪ Keep aisles clear and safe 	10%

	<ul style="list-style-type: none"> ▪ Use appropriate merchandising techniques to display stock, e.g. end caps, dump bins, eye level – buy level, displays, vertical / horizontal blocking ▪ Keep departmental end caps looking full ▪ Ensure all price tickets / labels are current and accurate ▪ Notify your Manager of any damage to, or deterioration of stock, fittings, fixtures and the building in general ▪ Assist with in-store organisation for promotions e.g. merchandising, price tickets ▪ Ensure your designated work area is ready for business at all times 	
9: Compliance Management	<p>Understand and adhere to all compliance requirements, internal & external, that govern the Company's activities</p> <ul style="list-style-type: none"> ▪ Comply with Mitre10 Ltd Policies and Procedures ▪ Comply with all Health & Safety guidelines and procedures ▪ Maintain knowledge of the necessary legislative governances i.e. Fair Trades Act, Consumers Guarantee Act etc., and act in accordance with them 	10%
10: Self-Management	<p>Project a favourable Company image through personal appearance, knowledge & attitude</p> <ul style="list-style-type: none"> ▪ Wear a clean and ironed Company uniform ▪ Ensure name badge is worn at all times ▪ Have a positive attitude with a general willingness to help ▪ Read catalogues and product labels to familiarise yourself with all lines including promotional products ▪ Maintain an awareness of promotion dates ▪ Familiarise yourself with all stock items within your assigned department and know their features and benefits ▪ Be vigilant at all times to reduce theft ▪ Actively participate in training provided 	5%
11. Health and Safety	<p>Demonstrate safe behaviours and make sure that you and others are safe at your place of work</p> <ul style="list-style-type: none"> ▪ Treat safety as your first priority and encourage other team members to do the same ▪ Make sure your place of work is clean and tidy – keep an open eye for hazards and report them ▪ Follow safe work practices, rules and instructions and make sure you are trained before you use any company equipment ▪ Avoid 'horse play' and behaviour that could result in harm to others ▪ Wear PPE as required and directed ▪ Check the safety of plant and equipment before use and report any defects ▪ Learn relevant policies, procedures and work instructions and follow these ▪ Contribute to the overall safety culture by voicing your ideas and suggestions and developing solutions on H&S performance ▪ Report hazards, incidents and work related injuries / accidents promptly in accordance with the company's Health & Safety Policy 	

WORKING RELATIONSHIPS	
Frequent People Contact	Nature of Contact and Why
<ul style="list-style-type: none"> Internal / External Customers & Personnel External Suppliers Couriers / Supply Company's 	<ul style="list-style-type: none"> Create and maintain a professional, friendly working relationship, sharing information as needed Deliver excellence in customer service acting in the best interests of the company at all times Manage all issues as arising, maintain open communication channels and report progress Communicate <u>directly</u> with impacted people and carry out agreed solutions.

CHALLENGES AND COMPLEXITIES IMPACTING THE OPERATION OF THIS ROLE	
External Environment (economic climate, competitor activity, ownership):	<ul style="list-style-type: none"> Demonstrates effective verbal communication skills A quick and alert mind with ability to adapt and be flexible Applies lateral thinking, displaying an ability to identify solutions Excellent customer service skills Maintain the highest integrity and honesty at all times

POSITION HOLDER SPECIFICATIONS	
Qualifications required	Must be physically fit and capable. No restrictions on lifting or handling. Ability to work on feet for several hours at a time.
Total years of experience required	None required for entry level.
Other specific Technical skills required (e.g. advanced excel)	<ul style="list-style-type: none"> Product knowledge is required for Expert level
Competencies required:	<ul style="list-style-type: none"> Friendly and approachable Excellent communication skills Display initiative and resourcefulness Positive attitude Copes well in a fast-paced environment

Key Accountability Area	Level: Service Assistant
Customer	<p>I always take time to understand my customers and fulfil their individual needs by:</p> <ul style="list-style-type: none"> ▪ Helping my team to maximise use of their skills and knowledge with customers and colleagues every day. ▪ Using my knowledge, experience and relationships to increase my team and customer engagement. ▪ Serving customers in any area of the store where there is need and leading by example and coaching team members whilst doing so. ▪ Driving initiatives such as Easy AS, Voice of The Customer.
Sales & Profitability <i>(i.e. Loss prevention, Sales & budget P&L understanding Gross margin etc)</i>	<ul style="list-style-type: none"> ▪ Achieve and/or exceed Sales and margin targets ▪ Create and drive a culture of awareness around shrink and profit protection ▪ Achieve 90%+ on Mystery Shopper Report ▪ 90% on department checklist audit ▪ Zero complaints ▪ Knowledge and skills of Staff Members ▪ Maintenance of manning levels ▪ Unexplained shrinkage less than 1% of sales ▪ Store Margin consistently above 30%
Operations <i>(i.e. processes & efficiencies, operating procedures, compliance - includes H&S etc)</i>	<p>Have overall responsibility for ensuring all processes and procedures are completed accurately and efficiently</p> <ul style="list-style-type: none"> ▪ Ensure incoming and outgoing stock is processed correctly. ▪ Comply with relevant departmental operations and procedures manual to ensure that you carry out the role to the standards required ▪ Ensure the correct files and folders are kept for each department. ▪ Assist accounts payable and payroll with enquiries. ▪ Present reports to your line manager as and when required and by the deadline specified. ▪ Attend meetings as requested.
Inventory <i>(i.e. product, inventory control availability, gap analysis, presentation)</i>	<p>I always make products in my store available for customers by:</p> <ul style="list-style-type: none"> ▪ Ensuring teams are confident to use GOOD, BETTER, BEST to offer alternative products. ▪ Training my team on ways to increase sales through stock availability such as, GAP Management, Stock Takes, Negative Stock and Bin Location processes. ▪ Regularly giving constructive feedback and coaching my team on presentation standards. ▪ Coaching colleagues to improve their application and understanding of our merchandising principles. ▪ 95% Core compliance ▪ SLOB stock less than 5% ▪ Zero damaged stock ▪ 95% accuracy of pricing & labelling ▪ Make contact with suppliers once a month

'Working with Others'	'Focusing on Customers'	'Seeing things Differently'	'Driving for Results'	'Leading by Example'	'Understanding Me'	'Demonstrating Expertise'
<i>Collaboration (working with others), openness, communication, teamwork, celebrating success, values, supporting and encouraging others, building rapport, ensuring understanding</i>	<i>Customer focus (internal & external), knowing the industry and competition, business acumen, accountability, managing relationships</i>	<i>Adaptive & flexible, dealing with ambiguity and complexity, innovation, creativity, continuous improvement, embracing change</i>	<i>Planning & organising, influencing, meeting deadlines, accountability, goal/objective setting, decision making, problem solving, prioritisation, perseverance, success focus, initiative</i>	<i>Personal development and improvement, interpersonal skills, confidence, trustworthiness, integrity, honesty, showing initiative, flexible and adaptable, positive, accountability</i>	<i>Motivators, resilience, enthusiasm, self-awareness, Emotional Intelligence (EQ), personal values, curiosity & willingness for learning, open to feedback, self-improvement and development, career ambition / aspirations, composure, patience</i>	<i>Technical skills, knowledge, expertise & competence, financial awareness, software skills, technical learning, value add</i>
<ul style="list-style-type: none"> You put team goals first and like to share information, ideas and suggestions in a respectful way. You listen to others and consider their ideas and opinions, even if they are different from your own; you know that everyone is different and that's a good thing. You treat others as you would like to be treated, or better. You're good at getting your ideas and feedback across (verbally or in writing) using simple language that everyone will understand. You ensure you're giving the right message to the right people. You are comfortable asking questions and respectfully question if you think there is a better way. You enjoy what you do and celebrate success. You are proud to work for the Company and champion the 'Mitre 10 way' wherever you go. You use appropriate language for the people you are talking to so that they feel comfortable, valued and respected 	<ul style="list-style-type: none"> You enjoy connecting with our customers, making sure that you understand their needs. You always put the customer's needs before your own. You pride yourself on exceeding customer expectations, always striving to deliver a better service than last time. You understand that we operate in a highly competitive industry, and what we need to do to be better than our competitors. You know about the Company's long term goal and you understand where we are going. You seek to understand how what you do in your role contributes to the Company's success. You understand how important confidentiality is, and you take responsibility for protecting our business and our customer's information. You always act with the customer in mind. You take action to eliminate causes for customer complaints, and take personal responsibility to resolve customer enquiries or complaints quickly. You understand, and apply, the concept of 'Customer Centred Service'; that everything we do is driven and paid for by the customer, and they are at the centre of all our decisions. 	<ul style="list-style-type: none"> You adapt to changes to your work environment and are willing to try new approaches rather than keep on with the status quo. You actively seek out opportunities to improve day to day processes and tasks, and are excited about new possibilities. You embrace change and pride yourself on improving your own efficiency by trying out different approaches. You don't accept things the way they are, finding new and innovative ways of doing them better, discussing and agreeing these new approaches with your manager in advance. You talk about your concerns and opinions about change in a constructive and positive way 	<ul style="list-style-type: none"> You're a hard worker and always committed, even when things get tough. You're enthusiastic and focus on the positive things You operate well at pace and are able to cope with pressure You act with a sense of urgency (quickly) and take personal accountability for meeting customer needs and our commitments to them. You think about options, weighing up pros and cons, and you involve others (within and outside your team) to make sure you've got the right information and take action. You follow up and follow through on everything you say will do. You use your initiative and pursue everything with energy, drive and a need to finish; you make decisions on time, under tight deadlines and pressure 	<ul style="list-style-type: none"> You're good at giving constructive, open feedback to others and you support your fellow team members When a new person joins the team, you help them with training and developing their skills; you demonstrate the right behaviours and follow the right work processes You're always honest and do what you say you will; you behave in a consistent and reliable way You take responsibility for your actions even when things go wrong, by suggesting alternative solutions and recommending a course of action to your supervisor / manager You're proud of Mitre 10 and are a role model for our values You maintain your composure and cope well under pressure You know that your attitude leads your behaviour; which in turn leads our customers' attitudes and behaviours. You always stay positive, friendly and helpful, even when the going gets tough. 	<ul style="list-style-type: none"> You don't give up easily, especially in the face of resistance or setbacks, looking at alternative ways to get the desired outcome You look for feedback from others and respond constructively to it; you don't over-react to criticism and take on feedback. You seek opportunities to play to your strengths You regularly look at your own development needs and take steps to bridge any gaps; you take responsibility for your own personal growth and development and recognise that in order to grow, you need to try different things You think about how your behaviour affects others and change your behaviour if necessary You recognise that the business is constantly evolving and that your personal development also needs to continue for you to keep pace with the business 	<ul style="list-style-type: none"> You complete your work tasks to a satisfactory level and enjoy getting the best result You require only minimal supervision and occasional review from your manager You apply your own experience and knowledge to resolve problems and new issues to achieve a successful outcome You bring a range of suggestions and possible solutions to your supervisor / manager when there is a problem You share your knowledge and experience with those around you You are recognised as the 'expert' or 'champion' in your area, and pride yourself on being able to answer customers questions You're keen to learn new skills and improve your knowledge so that you can help customers have a great shopping experience. You seek out possible training or learning solutions.