

JOB DESCRIPTION

Job Title: City Consultant

Reporting to Regional Manager

Main Role:

- To achieve and exceed retail sales and productivity targets according to company and corporate guidelines across all the stores within your defined area.
- To be part of a highly flexible retail sales team, responding to the needs of the business. Provide support and identify trading patterns within your key stores.
- The role will include showcasing products, traffic stopping, introducing brands and engaging with the customer.
- To work to a pre-agreed rota, covering all retail outlets within your defined area.
- Work both independently and as part of a team.
- To work on fragrance launches, promotions, provide counter cover and work on outside events as required.
- To provide supreme service to stores you work in and to customers.
- Adherence to Company and brand visual merchandising guidelines.
- Act as a Company and brand ambassador and to represent the Company in a professional manner at all times.
- Report feedback and results to Regional Manager (RM) and Head Office, providing accurate sales results.
- To comply with Company Grooming Guidelines at all times, including wearing promotional uniform/clothing as appropriate.

Tasks	Performance Criteria
Organisation and journey cycle	<ul style="list-style-type: none"> ▪ In conjunction with RM, effectively plan journey cycle to give high service level to stores and to accommodate all business requirements. ▪ Advise stores of planned days. ▪ Agree and update any changes with your RM and store management.



<p>Achieve and exceed sales targets</p>	<ul style="list-style-type: none"> ▪ Be a confident salesperson. ▪ Achieve and exceed sales targets in all stores covered by your remit. ▪ Achieve AUS/ACP targets as agreed with RM. ▪ Effectively link-sell across all brands. ▪ Effectively and confidently traffic stop and engage customers in order to gain incremental sales.
<p>Training, product knowledge and selling skills</p>	<ul style="list-style-type: none"> ▪ Maintain up-to-date product knowledge and exceptional selling skills. ▪ Attend required training sessions and exercises. ▪ Read and assimilate all training material. ▪ Complete all quizzes and tests. ▪ Discuss additional training needs with RM.
<p>Merchandising</p>	<ul style="list-style-type: none"> ▪ Ensure all products are merchandised according to all guidelines. ▪ Ensure all counters/tanks/shelving are cleaned and maintained. ▪ Offer assistance in all doors to re-merchandise. ▪ Ensure availability and cleanliness of testers. ▪ Ensure GWPs and additional items supplied are used and displayed as directed.
<p>Marketing</p>	<ul style="list-style-type: none"> ▪ Read and assimilate all sales and marketing material to maximise effectiveness and output. ▪ Use store contacts to maximise opportunities.
<p>Relationships</p>	<ul style="list-style-type: none"> ▪ Display a positive attitude towards the Company, the brands and stores. ▪ Provide excellent service to all stores within which you work. ▪ Develop a good relationship with store management and all sales staff. Be reliable, courteous and committed. ▪ Develop a good knowledge of individual store systems.
<p>Promotional and special event plans</p>	<ul style="list-style-type: none"> ▪ In conjunction with RM, plan promotional activity and special and outside events in order to increase sales, customer recruitment and productivity. ▪ To be evidenced by increased retail sales, achievement of targets and increased AUS and ACP.
<p>Account administration</p>	<ul style="list-style-type: none"> ▪ Timely completion and submission of personal and account electronic monthly paperwork to your RM, Head Office and stores as appropriate. ▪ Maintain up-to-date information in account files. ▪ Complete all paperwork legibly and accurately, calculating figures and percentages accurately.

Stock management	<ul style="list-style-type: none"> ▪ Management of stock levels in stores, where appropriate, to achieve retail targets (measured by zero out-of-stocks) and to maximise sales and productivity targets. ▪ Undertake regular stock checks, published, with adequate collateral support. ▪ Ensure sufficient stock for special events and promotions. ▪ Immediate communication of problems to RM.
Communication	<ul style="list-style-type: none"> ▪ Maintain regular contact with RM. ▪ Timely completion of daily, weekly and electronic monthly reports and sales information and forward to end user(s).
Market awareness	<ul style="list-style-type: none"> ▪ Maintain market awareness regarding information on developments in region, opportunities for distribution and expansion, competitive information and recruitment potential. ▪ Awareness of opportunities for publicity, promotions, demonstrations and activity evidenced by a full and rich programme of in-store and external activity, to be agreed with marketing and in line with company strategy.
Provide supreme customer care	<ul style="list-style-type: none"> ▪ Provide excellent customer service. ▪ Positive communication skills with good diction. ▪ Confident, flexible and motivated approach. ▪ Friendly and outgoing. ▪ Keep in touch with customers, ensuring they are informed of launches, promotions and special events.
Reflect company standards and image at all times	<ul style="list-style-type: none"> ▪ Adherence to company grooming guidelines at all times. ▪ Always wear uniform/agreed promotional clothing. ▪ Maintain clothes, shoes, hosiery, etc, in good condition. ▪ Full make-up and manicure appropriate to company image. ▪ Hair clean and well groomed. ▪ Positive, flexible and motivated approach. ▪ Friendly, outgoing, with positive attitude to customers/colleagues.
Respect Employment Law and Health & Safety Requirements	<ul style="list-style-type: none"> ▪ At all times, respect and follow the employment laws relating to staffing, health & safety in the workplace and the company's duty of care to their employees.
Other Responsibilities	<ul style="list-style-type: none"> ▪ Carry out such related tasks as may from time to time be required commensurate with the post.

I confirm my agreement to the above job description.

Signature:

Name:

Date: