

## JOB DESCRIPTION

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|----------------------|------------------------|--------------------|-------------------|
| <b>TITLE:</b>        | Senior Sales Associate | <b>DEPARTMENT:</b> | Retail Operations |
| <b>LINE MANAGER:</b> | Store Supervisor       | <b>DIVISION:</b>   | Delivery          |
| <b>JOB FAMILY:</b>   | Supervisor             | <b>GRADE:</b>      | 7                 |

### BASIC FUNCTION AND SCOPE:

- To ensure that all staff and management are working together in the most efficient, customer oriented and productive manner in order to create and improve a highly successful, sales driven retail outlet
- Working closely with key Strategic Partners (Operations, Marketing, Merchandising, Warehouse & Administration) to deliver quality retail

### DUTIES AND RESPONSIBILITIES:

- Generate sales to budget by ensuring wanted merchandise is on display and all staff provide customer service, product knowledge and sales skills; breaking down sales budgets to daily objectives; analysing variances; initiating corrective actions.
- Provide superior customer service by providing staff with selling, service and product knowledge skills and establishing rapport with customers in order to initiate sales.
- Provide a high standard of visual merchandising by ensuring merchandise is attractively displayed and where appropriate grouped into merchandise categories or stories; review merchandise activities and initiate actions/recommendations as appropriate; ensure a daily routine of in store housekeeping is initiated.
- Ensure wanted merchandise is available by regularly reviewing stock and ensuring product is ordered and in stock to customers' needs.
- Developing and coaching staff on regular basis with quality conversation and feedbacks.
- Senior Sales Associate should ensure working towards our company values and behaviours and management competencies
- Maintain quality store staff and results by, in support of and as directed by the senior Management,
- Verifying staff rota's are in accordance with the need to provide customer service and maintain sales; provide training, counselling and discipline to staff; planning, monitoring and appraising job results in conjunction with the Senior Management team & Key Business Partners.
- Maintain the operational standard of the store by initiating, co-ordinating and enforcing store operational policies and procedures (SOM)
- Self learning on new products lines and appraises the group.
- Maintain dynamic work relationship with the team members & key departments.
- Be a lead Ambassador of Fantasy World at all times

### EDUCATION, KNOWLEDGE AND EXPERIENCE: Desirable

- Bachelor's degree in Business related field
- 5 + years related experience and/or training
- Medium proficiency in Microsoft Excel, Word, Outlook, Internet Explorer
- High level of verbal and written communication skills (Arabic desirable)

#### KEY COMPETENCIES, SKILLS AND APTITUDE:

- **Customer Service** - Making customers and their needs a primary focus of one's actions; developing and sustaining productive customer relationships
- **Target Oriented:** Sets goals, shows willingness to take risks, takes courage to perform uncomfortable tasks, self motivated.
- **Functional Knowledge:** Possessing, acquiring, and maintaining the functional/professional expertise required to do the job effectively and to create customer solutions. Functional/professional expertise is demonstrated through problem solving, applying functional knowledge, and product and service management for the functional area in which one operates.
- **Planning and Organizing:** Establishing courses of action for self and others to ensure that work is completed efficiently.
- **Developing team's success:** Actively participating as a member of a team to move the team toward the completion of goals.
- **Communication:** Clearly conveying and receiving information and ideas through a variety of methods to individuals or groups in a manner that engages the audience, helps them understand and retain the message, and permits response and feedback from the receiver.
- **Decision Making:** Identifying and understanding issues, problems, and opportunities; comparing sales to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints, and probable consequences.
- **Continuous Learning:** Actively identifying new areas for learning; regularly creating and taking advantage of learning opportunities; using newly gained knowledge and skill on the job and learning through their application.