



National Collection of Cider and Perry at Middle Farm

Job Title - Sales Assistant – Two days a week - Fridays and Saturdays

with extra hours available to cover staff holidays

8.30am until 5.30pm

September 2020

Key Responsibilities

- To maximise sales and profitability at all times.
- To maintain stock to the highest standard.
- To conscientiously maintain the quality of customer care, providing accurate and appropriate information and advice.
- To ensure that your time and effort is at all times efficiently used.
- To be a supportive team member, always treating other team members and customers with fairness and courtesy.
- To fully comply with Health and Safety, Covid 19 and Food Hygiene legislation at all times.
- To minimise business costs and be at all times environmentally responsible with regard to waste and resources. Re-use and recycle.

Skills/Training/Knowledge

- To gain the best possible levels of knowledge of the range of ciders, perries and other products, held within the National Collection.
- To undertake further training as required/requested.

Day to Day Operation

- Welcoming customers with a smile and greeting. Actively selling to, and serving customers. Taking payment promptly and courteously. Writing container labels clearly.
- To be constantly aware of the potential for shoplifting/theft and to act at all times to eliminate the risk of these.
- To manage tasting with particular reference to the abuse of the offer, and under-age tasting. To challenge customers for proof of age under the Company's "Proof of Age Policy".
- To fulfil wholesale orders/deliveries always with a clear understanding of stock held at any given time. To write, (as necessary,) accurate order sheets and receipts.
- Maintaining stock levels at all times by stocktaking and ordering – as required by the Management.
- Ensuring deliveries are correct and undamaged, carefully pricing incoming stock, (from invoice where necessary,) promptly restocking shelves/displays as needed, throughout the day.
- Maintaining clean, tidy and safe environment at all times for customers and fellow team members.
- Cashing up/money to safe etc. accurately and consistently.
- Managing apple milling and pressing for juice, both for the National Collection and for individual customers. Managing the steam cleaning of pressing equipment and polycasks as required.
- To resolve complaints calmly and courteously at all times.