

JOB DESCRIPTION: CAFÉ ASSISTANT

Company Mission: To help us be the best independent retailer and deliver on the company purpose, aspiration, customer promise and values, primarily by delivering excellent customer service throughout all areas of your role.

- Working hours:** Shifts – to support 7 days per week trading
Reports to: Café Manager
Direct reports: None
Role objectives: Sales, service, standards, people and costs.

Your job purpose is to give great service and sell to our customers, directly and by doing the jobs required.

OUR COMPASS

Our Purpose (why)

Our purpose is to build a better, fairer food community.

Our Aspiration (what)

We will be the best independent retailer at making organic and local food accessible to all, whilst respecting and celebrating all in the food chain.

Our Customer Promise (what)

1. The best offer of fresh, all organic produce available.
2. The largest range of organic and local food in the UK
3. Fair prices to all in the food community
4. Convenience of our daily needs under one roof.
5. A friendly and caring shopping experience

Our Values (how)

"THIRST for a better world"

Trust and honesty in our dealings, messages and promises to customers

Healthy in mind & body, in our way with each other, our offer and our planet

Independent and proudly so, unconventionally challenging the status quo

Respectful of our suppliers, customers, local community and staff

Service of all and striving to be better and to go the extra mile for customers

Trading fairly because we are all interconnected and the world needs it

Our Tone (how)

Caring, engaging, friendly, positive, honest, considered, respectful

Fair, helpful, balanced, empathetic, outspoken, bold, professional

Yet, with fun and vivaciousness

Your job profile will give you a clear understanding of what you need to deliver under the Compass: sales, service, standards, people and costs as well as the behaviours you need to demonstrate. It details how your role supports Better Food to become a better, ethical, organic retailer within Bristol and beyond.

Key Responsibilities:

SALES

Delivers excellent presentation standards every day

- Delivers accurate and timely implementation of inspirational layouts and events
- Effectively implement layout and product flow
- Uses knowledge of promotions to implement required changes
- Delivers visual display standards consistently
- Ensures correct promotional marketing is in place
- Informs Manager when they identify opportunities to improve performance, through changing layout

Maximises on-shelf availability for customers by delivering stock accuracy, identifying gaps and replenishing accordingly

- Replenishes products throughout the trading day
- Checks stock reports for new and replenished lines and ensure they are displayed, in consultation with Café Manager.
- Uses stock reports to keep updated on product catalogue and sales opportunities
- Drives stock accuracy processes through counts, stocktakes, log system and store performance queries etc, linking with Retail Operations Manager

Contributes to the sales performance by promoting deals and offers and taking the opportunity to cross sell with each customer interaction

- Aware of sales targets and uses this information to drive additional sales
- Shares their knowledge to support customers with their purchases including location of products, newness and nutritional content
- Seeks opportunity to promote deals and offers, upsell and offer perfect partner products
- Helps the customers to shop
- Understands organic and ethical retailing
- Uses selling skills and in-depth knowledge to personally drive sales

- Seeks opportunities to promote store events
- Know the good and poor performances across the category, including best sellers

SERVICE

Helps our customers to shop more at Better Food, by giving helpful, friendly and knowledgeable suggestions and advice to every customer, every time

- Demonstrates 'notice me' by acknowledging the customer and making them feel welcome, taking the initiative to talk and interact with them, sharing information about product offer
- Delivers great service for our customers
- Helps customers to shop more within the shop
- Flexible to meet the customers' needs ie to cover/move departments when necessary
- Resolves in-store customer queries and complaints, and escalates when appropriate
- Knows how to act on customer feedback and who to escalate it to
- Works with pace and efficiency at the till point, makes eye contact and smiles at customers including those in the queue
- Processes till point transactions efficiently and maintains till point standards
- Maintains a general awareness of the competition, store product range and store navigations
- Understands how customers' feedback influences delivering great service
- Recognises individuals who deliver excellent service by giving feedback and utilising the WOW box
- Personal appearance meets the Better Food standards, including wearing of clean aprons and name badges

STANDARDS

Maintains aspirational kitchen and counter standards throughout the trading day for customers and colleagues

- Uses the 'ready to trade' checklist and product specification to maintain opening standards, as directed by the Retail Operations Manager
- Ensures products are displayed according to visual display standards for opening and maintained at all times
- Implements principle of 'clean as you go' for kit, counters and seating areas
- Reports equipment failures promptly, to a Manager
- Prepares the product for the customer in line with requirements, focussing on presentation, quality and efficiency
- Maintains a high level of personal and food hygiene at all times

Maintains a safe and legal working environment for customers and colleagues

- Maintains the cold chain and frozen temperature requirements
- Ensures all legal ticketing and décor within the section is delivered
- Delivers a safe working environment for both customers and colleagues
- Maintains a high level of personal and food hygiene at all times
- Maintains data protection of customer details at all times
- Uses equipment in line with health and safety principles and training
- Takes responsibility for maintaining store equipment
- Has awareness of potential hazards and takes appropriate action
- Completes all health and safety monitoring/recording, including slip and trip sheets
- Ensures correct working hours are recorded, and in/out board is used for start and end of every shift

PEOPLE

Shares knowledge and experience with other team members and takes ownership for own personal development

- Keeps in touch with relevant information about the business, store and section and shares their knowledge and experience with other team members
- Provides timely and appropriate feedback and suggestions to ICE reps
- Ensures learning is put into practice
- Collates evidence throughout the year and prepares for annual reviews, sharing their evidence with their line manager

COSTS

Minimises losses and works in an efficient and productive manner

- Is vigilant to theft, using deterrent techniques, eg approaching suspicious individuals and offering service
- Minimises stock losses through accurate date and stock rotation, counting, portion control and recording of stock
- Carries out accurate and efficient operation at all service points eg till, food preparation
- works with Standard Operation Procedures to deliver an efficient operation

Connects with our customers and each other by being positive, determined, respectful and taking ownership and responsibility to actively sell.

Key Performance Indicators: To be advised

Expectations: We expect all staff to foster a “can do” attitude, to lead and inspire by example and to put the best interests of the company at the forefront of all they do at The Better Food Company. This includes taking responsibility for achieving and maintaining the highest standards of health and safety in the workplace.

Reviewed Jan 2016