

JOB TITLE: Retail Assistant	REPORTS TO: Retail Supervisor
FUNCTION: Retail	DEPARTMENT: Hosted Guest Experience
JOB PURPOSE: The Retail Assistant has a wide range of responsibilities, all focussed on the shop floor. The principal aim is to contribute to the commercial success of the Company by generating sales of NGG products and services and by ensuring that the highest standards of customer service, operational efficiency and housekeeping are maintained, in line with Company policy.	

Key Accountabilities	Key Activities / Decision Areas
Customer Service	<ul style="list-style-type: none"> To recognise that excellent customer service is a major part of providing customers with an enjoyable shopping experience which they will want to repeat. To recognise that excellent customer service has a direct impact on the level of retail revenue taken in the stores, both in terms of visitors becoming customers ('customer conversion rate') and customers spending more ('average spend per customer'). To acknowledge and greet NGG customers, and be responsible for initiating first contact, responding to customer needs quickly and courteously. To be confident and effective in using selling skills, establishing rapport with customers, by determining their needs via listening, asking open questions and using clarification. To apply product knowledge, by explaining about unique features and benefits of the products. To direct customers to additional services such as home delivery, book ordering, VAT exemptions. To always seek to find alternative solutions to customer requests when the customer's direct request cannot be achieved e.g. sell gift vouchers. To identify and act on opportunities to increase sales e.g. by suggesting related items. To always ensure commitments made to customers are followed up. To sensitively handle customer complaints and to be able to judge when appropriate to defer to a Retail Supervisor or Manager. To adhere to the Company returns policy. To be able to explain NGG policies and procedures in order to manage customer expectations. To assist with NGC promotional events e.g. book signings or private views.
Retail Operations	<ul style="list-style-type: none"> To ensure the safe and systematic handling of all cash procedures including the opening of tills and provision of floats, the cashing and balancing of tills and the security of monies at close of the day. To effectively and efficiently operate the computerised tills (including processing of normal sales, handling multiple methods of payments, operating other till functions such as discounts etc.). To be responsible for handling cash and credit transactions on behalf of NGG and for ensuring that the contents of the till drawer are accurate. To understand the importance of following Company policy and procedures in ensuring the maintenance of high retail standards and the provision of an accurate audit trail. To ensure compliance in all respects with Company policy and procedures, and legislation in respect of trading standards.
Health & Safety	<ul style="list-style-type: none"> To ensure staff members work in accordance with NGG and National Gallery's Health & Safety and emergency procedures. To always follow safe working practises e.g. when required to exert force to lift, lower, push, pull and carry or move items/ packages. To know which team members are NG's Health & Safety representatives, Fire Marshalls and First Aiders.
Product & brand knowledge/brand awareness	<ul style="list-style-type: none"> To lead by example in demonstrating a high level of knowledge of the NGG product range (both the core product range and exhibition product ranges), which is crucial to providing an effective and efficient level of customer service. To maintain an up-to-date knowledge of products and prices to communicate to the team. To use the brand and a good product knowledge to drive sales.

Housekeeping & Visual Merchandising	<ul style="list-style-type: none"> • To maximise and drive sales via the effective display and merchandising of all areas of the shop floor. • To assist in maintaining high standards of housekeeping. • To ensure that product displays are always clean, tidy and organised in line with NGG's visual merchandise (VM) principles, deferring to Retail Supervisors or Retail Managers if required. To assist the VM team where necessary. • To be constantly aware of and responsible for housekeeping standards throughout the day (e.g. tidy till points, all walk ways clear of clutter, appropriate product/price signage).
Stock control	<ul style="list-style-type: none"> • To take an active role in ensuring that all wall units, table units and shelves are appropriately stocked according to VM principles. • To assist with regular Company stock takes. To maintain an awareness of stock levels across the stores to support customer service and queries. To work with Retail Supervisors and Retail Managers to ensure that products are priced correctly. • To ensure back up stock on the shop floor is stored appropriately and is easily located. •

Role Dimensions	
Financial (limits/mandates etc.)	Non-financial (customers/staff etc)
Cash handling responsibilities.	NG visitors and staff/NGG customers and staff.

Person Specification	
Competency / Performance Drivers	Technical / Professional Expertise
<ul style="list-style-type: none"> • High level of customer service, • Experience working as part of a team. • High level of communication skills, an eye for detail. • High level of personal drive and commitment to achieving high standards of work. 	

The Promise Performance Behaviours (9)				
Passionate Patient	Engaging Approachable	Polite Adaptable	Positive Consistent	Professional