

LONDON DRUGS - JOB DESCRIPTION

JOB TITLE: BEAUTY ADVISOR

DATE: November 2012

GENERAL REQUIREMENTS:

To provide customer service and knowledge of Cosmetic products to customers within the Cosmetic Department while providing sales assistance to customers in the Health and Beauty Departments as required.

REPORTS TO: Reports to the Cosmetic Manager, Cosmetic Assistant Manager and Store Manager.

SKILLS & ABILITIES:

- Enthusiastic self starter who drives sales.
- Demonstrate good interpersonal skills when dealing with customers, staff & management.
- Strong selling skills as well as strong product knowledge.
- Professional image, reflecting positively on the department.
- Be highly organized and able to multitask effectively and work under changing priorities.
- Good communication skills within a team environment.
- Initiative to isolate and solve problems.

ATTITUDE & CHARACTERISTICS:

- A positive and proactive attitude.
- Demonstrates a high level of integrity.
- Willingness to learn and grow.

EDUCATION & KNOWLEDGE:

- In depth knowledge of cosmetic products.
- Staying current with new product lines and trends.
- Must have good understanding of relevant systems used for the business.

DUTIES, RESPONSIBILITIES, & TASKS:

- Maintain the professional image of the Cosmetic Department and Company at all times.
- Provide all records and/or reports required.
- Provide assistance to management on special projects or any other tasks.
- Continue to develop product knowledge.
- Promote London Drugs in the community as a place to shop and a place to work.
- Ensure quality and service levels are maintained to Company standards.
- Start and finish all shifts and breaks on time.

MERCHANDISING:

- Participate in merchandising & inventory control & assist with identifying under/over stock.
- Maintain scanning procedures, price changes, daily housekeeping and promotional displays, enforcing London Drugs standards.
- Receive orders.
- Complete inter-store transfers and defective returns.
- Maintain signing, shelf and price labels.

- Be aware of the showcase Plan-o-grams in the Merchandising Book and how to use these in the daily merchandising of the Department.
- Know the daily housekeeping requirements. Face stock and clean counters and tester units daily.
- Have a full understanding on how to merchandise, maintain current and clean tester units and creating displays for all cosmetic lines.

CUSTOMER SERVICE:

- Understand and maintain the “Superior Shopping Experience” concept.
- Provide prompt, friendly and efficient customer service.
- Ability to generate sales by way of effective selling techniques, suggesting accessories, “add-ons” and effective merchandising to create extra sales opportunities.
- Develop rapport with customers to ensure their questions and needs are satisfied.
- Set daily goals with regard to sales, attachments and tasks.
- Follow-up regularly with Department Manager and other team members to share successes and challenges.
- Ensure all customer service issues are referred to management in a timely basis within company guidelines.
- Be aware of the London Drugs product return, customer satisfaction, coupon redemption, recycling and competitive pricing policies.
- Keep up to date on new products and information relating to the Cosmetic industry, as well as some familiarity with products in HBA to aid in providing service to those departments when applicable.
- Be knowledgeable of cash procedures and perform sales services duties as required.

LOSS PREVENTION:

- Be aware of Company policies and procedure specified for the Cosmetic Department.
- Understand and follow Company Policies relating to Staff purchases.
- Keep showcases locked and department keys secure.
- Be familiar and comply with all related company policies.
- Maintain the integrity of the lock-ups at all times.
- Ensure all personal beauty products are away from the Cosmetic Department at all times.
- Understand and follow Company Policies relative to no charge products issued for personal use or a contest reward.

HEALTH & SAFETY:

- Be aware of and promote safety standards to ensure both employee and customer Health and Safety.
- Create and maintain a safe, fair, and harassment free environment for all employees.
- Will be required to complete a hepatitis vaccination.

PHYSICAL DEMANDS:

- Will be required to move products, of various size and weight, on a frequent and efficient basis.
- Will be required to spend long periods standing.
- Will be required to bend frequently.
- Will be required to work with products sold in the Cosmetic department.
- Will be required to wear walkie talkie head set.

WORKING CONDITIONS:

- Will be required to work independently.
- Will be required to work indoors with overhead florescent lighting.

GENERAL REQUIREMENTS:

- Understand and adhere to Company policy regarding the usage of Internet access and e-mail usage.
- Keep up to date on all Company policies and procedures.
- Understand and operate within the guidelines set out in the corporate privacy policy and other corporate communication relating to privacy issues.