

## **LONDON DRUGS - JOB DESCRIPTION**

**JOB TITLE:** PHOTO ELECTRONICS SPECIALIST

**DATE:** October 2012

### **GENERAL REQUIREMENTS:**

- This position will provide customer service and knowledge of Photo-electronic products and peripheral devices to customers within the Photo Electronics Department and provide sales assistance to customers in the Computer, Photo Lab and AVS Departments as required.

**REPORTS TO:** Reports to the Photo Electronic Manager, Photo Electronic 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 technical 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.
- Takes initiative to solve problems.
- Demonstrates a high level of integrity.
- Willingness to learn and grow.

### **EDUCATION & KNOWLEDGE:**

- Knowledge of digital imaging and software and applications.
- Knowledge of Photoshop and basic desktop applications.
- In depth knowledge of Photo Electronic products, peripheral devices and Photo Electronic technology.
- Must have good understanding of relevant technology used for the business.

### **DUTIES, RESPONSIBILITIES, & TASKS:**

- Maintain the professional image of the Photo Electronic Department and company.
- Provide all records and/or reports required.
- Provide assistance to management on special projects or any other tasks
- Continue to develop technical 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.

### **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 and ensure sensomatics are on all applicable products.
- Complete inter-store transfers and defective returns.
- Maintain signing, shelf and price labels.

- Be aware of the department and showcase Plan-o-grams in the Merchandising Book and how to use these in the daily merchandising of the Department.

### **CUSTOMER SERVICE & SALES:**

- 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.
- Follow-up on customer quotations to encourage the sale.
- 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.
- Must understand importance of Extended Service Plans.
- Ensure all customer information, product information, and serial number is correctly detailed on ISIS System quotes and invoices, as per company policy.
- Understand and operate within the guidelines set out in the corporate privacy policy.
- 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 and competitive pricing policies.
- Be familiar with charges for various services and rates.
- Submit P.M.s and any sales totals requested by Management.
- Keep up to date on new products and information relating to the industry, as well as some familiarity with products/technologies the other areas of RTG to aid in providing service in 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 Department.
- Understand and follow Company Policies relative 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 (and tech rooms as required) at all times.

### **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.

### **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 do frequent bending.
- 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.