

## ROLE PROFILE

<b>Shops Team Member</b>	
Reporting to:	Shops Manager
Role purpose:  To deliver a happy and efficient shopping experience for our owners and holidaymakers	
<b>Responsibilities</b> <ul style="list-style-type: none"> <li>• Role model the company values and behaviours at all times: Hospitality, Passion, Trustworthiness, Excellence, Stewardship, Kindness</li> <li>• Assist in the day to day running of the store.</li> <li>• Operate the till, including normal sales, handling multiple methods of payments, and also including other till functions such as voids, returns and similar functions that might normally be expected in a shop environment.</li> <li>• Serve owners and holidaymakers in a friendly, enthusiastic and professional manner</li> <li>• Develop an understanding of the products sold in the store sufficient to provide an effective level of customer service, and contribute to the sales targets.</li> <li>• Take an active role in stocking shelves, using own initiative to fill any gaps.</li> <li>• Take an active role in maintaining effective stock room controls, and in ensuring continued stock supply, and in maintaining stock record accuracy.</li> <li>• Comply with the company’s policy on managing waste and write off as directed by the Shops Manager.</li> <li>• Contribute to the general tidiness and cleanliness of the shop.</li> <li>• Participate in the housekeeping of all shop areas, including team rest areas, front of shop area and stock room.</li> <li>• Keep the shop and displays clean and tidy at all times.</li> <li>• Make recommendations for products to owners and holidaymakers, where appropriate</li> <li>• Assist owners and holidaymakers to find the goods and products they are looking for, and give advice on product selection.</li> <li>• Respond to any queries from customers.</li> <li>• Be vigilant at all times and to help minimise stock loss.</li> <li>• Ensure any issues or discrepancies are reported to the Shops Manager.</li> <li>• Be flexible and mobile, willingly working on any task within the shop environment or in support of shop sales.</li> <li>• Take ownership of compliance with UK alcohol, tobacco and medicine licencing laws</li> <li>•</li> </ul>	

<b>Progression in role:</b>	<b>Training for role</b>
<b>Entry</b> <ul style="list-style-type: none"> <li>• Good spoken and written English</li> <li>• Personable</li> <li>• Strong interpersonal skills</li> <li>• Customer service experience preferred</li> <li>• Able to work weekends and unsociable hours</li> <li>• Computer literate</li> <li>• Outgoing personality</li> </ul>	Company orientation and induction General health and safety Fire safety Manual Handling GDPR Food hygiene level 1 Food allergens

<ul style="list-style-type: none"> <li>Organised</li> </ul>	Selected S.E.T. modules Till training
<p><b>Competent – three months</b></p> <ul style="list-style-type: none"> <li>Good product knowledge and location within the shop</li> <li>Presents a positive and friendly welcome to owners and holidaymakers at all times</li> <li>Shelves are well-stocked, clean and well-presented</li> <li>Actively promotes products and incremental sales</li> <li>Organised and calm during busy service times</li> <li>Demonstrates cheerful and efficient queue management</li> <li>Communicates with shop manager to ensure stock is in date, ordered and available</li> <li>Has extensive knowledge of the park and its services</li> </ul>	Diversity and Inclusion Selected S.E.T. modules
<p><b>Advancing</b></p> <ul style="list-style-type: none"> <li>Is able to resolve any complaints</li> <li>Able to run shop well in Shop Manager’s absence</li> <li></li> </ul>	Handling confrontation Selected S.E.T. modules
<p><b>Excellence</b></p> <ul style="list-style-type: none"> <li>Actively trains and coaches new team members</li> <li>Contribute ideas and suggestions, in order to achieve improvements in all aspects of the shop’s performance</li> <li></li> </ul>	Coaching and mentoring
<p><b>Key measures</b></p> <p>Holidaymaker survey: accommodation/ service/ holiday overall/ NPS          Owner survey          Retail sales          Complaint ratio</p>	