



1) JOB DETAILS

Job Title	Deli & Sales Assistant
Department	Farm Shop
Reports To	Farm Shop Manager
Date	February 2018

2) JOB PURPOSE

To maximise sales of Court Farm Shop products through providing an effective, efficient & friendly service to customers. To comply with the daily routine of the deli, ensuring all relevant products are cooked, prepared, packed & displayed to a high standard keeping all products available at all times whilst ensuring that required service standards are achieved

3) KEY RESPONSIBILITIES

- To prepare a range of fresh sandwiches, baguettes, paninis, fruit pots, salad etc
- To cook in-house joints of meat, sausages, burgers, scotch eggs, soup etc following specific recipes
- To wrap, weigh, label & price deli products
- To prepare and place deli products in display counters, ensuring an attractive display is maintained to catch the customer's eye
- To serve hot drinks using a barista coffee machine as per customer's requirements
- To cut or prepare deli products to specification or to customer's orders
- Serve customers at the tills in a positive, friendly manner
- Deal with customer enquiries face to face, by telephone and email, quickly and efficiently, to ensure first class customer relations and that customers are kept up-to-date on the progress of their order/query
- Escalate any customer complaints to the Manager/Director
- Recognise and respond to sales opportunities to maximise promotional activities for the company's range of products through cross selling and up selling, advising customers of other products available
- Ensure the shelves are fully stocked at all times
- Maintain the stock rotation system, pulling the oldest products to the front, discounting products a couple of days before their expiry date and removing stock from the shelves the evening before the date expires
- Order stock as and when required under the guidance of the Farm Shop Manager
- To keep the shelves and products priced
- Put all relevant fruit, veg, cakes & bread away at the end of each day as per Company procedure
- To comply with all meat & deli related Health and Safety, HACCP, COSHH and Food Safety legislation and take responsibility for your own health & safety
- To maintain & keep records including daily temperature checks of all display counters, fridges & freezers
- To keep yourself clean, tidy & presentable throughout the day
- Keep the shop, shelves, fridges, freezers, stock etc clean & tidy at all times
- Ensure data protection is observed in relation to customer details and payment information
- Maintain a detailed knowledge of the company's list of products and sales & marketing activities, in order to provide a first class information service to customers
- Ensure incoming stock is checked for the correct quantities / best before dates / damages and any delivery errors are reported to the relevant suppliers on the day of arrival
- Ensure incoming stock is inputted into Velocity in a timely manner with a high degree of accuracy
- Check the prices of all incoming stock and adjust the sales costs on Velocity accordingly (with a Manager's/Director's approval)
- Conduct order/enquiry related admin within an agreed timeframe of when the order/query was received
- Provide regular customer feedback to Managers & Directors relating to trends and issues
- Occasionally attend food related fairs and help out in other areas of the farm & farm shop business



4) KNOWLEDGE, QUALIFICATIONS, SKILLS AND EXPERIENCE

- Experience of a retail environment, including customer interaction
- Experience of working in a Farm Shop or High Street Deli
- Good cooking and food presentation skills with experience of keeping display counters well stocked & presentable
- Able to ensure excellent health & safety and food hygiene practices
- Level 2 Food Hygiene certificate desirable
- Excellent customer services skills
- Excellent communication skills
- Professional telephone manner
- Accurate data entry skills
- Good numeracy and literacy skills
- IT literate

5) BEHAVIOURAL COMPETENCIES

- Customer Focus
- Delivering Results
- Flexible Thinking
- Communication
- Team Working
- Self Development
- Working Within the Company's Values, Procedures & Policies

6) OTHER

The above are the principle tasks and responsibilities of the post at the present time. However, this is not an exhaustive list and other duties may be required now or at a future date in order to comply with the operational demands of the Company. In addition it is expected that the job holder will undertake any reasonable additional tasks within the scope of the post as requested by their Line Manager or Director

7) JOB DESCRIPTION AGREEMENT

Job Holder's Name:

Job Holder's Signature:

Date:

Manager's Signature:

Date: