

JOB DESCRIPTION

ROLE: Assistant Manager

REPORTING TO: Practice Manager

ROLE SUMMARY

The role is to assist the Practice Manager in taking overall day-to-day responsibility for the management of the practice. This requires the management of a team that provides a consistently excellent standard of customer service, as well as the delivery of first class dispensing services.

KEY RESPONSIBILITIES

People Management & Team

To assist the Practice Manager to oversee the following:

1. Implement systems and procedures to ensure the effective management of the team
2. Oversee the creation of staffing rotas that ensure staffing levels reflect the needs of the business at all times
3. Monitor sickness, punctuality and general performance of team members and take necessary action where standards are not being met
4. Take the appropriate part in planning for and the recruitment and selection of new employees
5. Implement the policies and procedures set out in the Employment Handbook
6. Show leadership by example
7. Identify and implement measures for improving working relationships within the team
8. Be aware of the needs of team members and show them courtesy
9. Communicate effectively with others in the team
10. Work collaboratively with team members and other management colleagues in order to meet the objectives of the business
11. Lead team meetings in the practice and put forward / collect ideas and feedback in order to improve ways of working
12. Attend and contribute to management meetings and be a proactive member of the management team

Customer / Patient

1. Meet and greet patients as they come into the practice and register them, as required
2. Assist patients with enquiries and appointments
3. Offer the customer general advice and guidance
4. Announce patient appointments and hand over / coordinate patients

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5. Allocate contact lenses and handle associated queries and standing order arrangements, where appropriate
6. Implement minor repairs to frames
7. Provide patients with pricing information in relation to glasses and contact lenses
8. Assist with dispenses, where authorised to do so by the Practice Manager and where appropriate
9. Pre-screen, take pressures and fields, take retinal photography once training is received and when authorised by the Practice Manager
10. Keep the appropriate records and report to the Practice Manager, as required

Retail Management

To assist the Practice Manager to oversee the following:

1. Ensure that financial, cash handling, cashing up and banking procedures are strictly adhered to in relation to audit and security requirements
2. Ensure the shop and shop front are presented to the highest standard at all times
3. Place orders and to manage the order process effectively
4. Ensure that stock is received, accounted and signed for
5. Monitor stock levels on the shop floor and in the stock room, and take the necessary action when stock or sundries are running low
6. Maintain the accuracy of the till system by ensuring stock is correctly keyed at the point of sale, customer returns, write-offs, mark downs, price changes and supplier stock returns are administered according to company guidelines
7. Arrange and supervise stock takes in accordance with company requirements
8. Move stock and to fill displays as necessary to merchandise and display products appropriately, ensuring products have the correct prices on them
9. Attend trade shows, where required

Selling & Customer Relationship Management

1. Maximise sales whilst minimising costs to ensure the achievement of specified margins and targets
2. Ascertain the wants and needs of each customer
3. Recommend, select and help locate or obtain merchandise based on customer needs and wants
4. Describe merchandise and explain its use, benefits, operation and care to customers
5. Maintain knowledge of current sales and promotions as well as policies regarding payment, exchanges and security
6. Serve customers, and bag and package purchases
7. Observe and identify security risks and theft, prevent and attend to these occurrences appropriately
8. Ensure that the practice provides excellent customer service at all times, meeting and – where possible – exceeding customer expectations
9. Answer the telephones and deal with enquiries and appointments
10. Manage enquiries, complaints, refunds etc, as required

Administrative Management

To assist and the Practice Manager to over the following:

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1. Implement the required processes and systems that ensure the provision of accurate and timely management information and reports

Health & Safety / Environmental Health

1. Implement the legal obligation to maintain a safe working environment at all times
2. Follow the company's procedures, as described in the Health & Safety Policy
3. Report anything unsafe to the Directors, and to report accidents, near misses, and so on in the accident book

Other Tasks

1. Represent the company at events etc, as required
2. Undertake any other tasks that may be reasonably requested

Signed _____
(employee)

Date _____