

# Senior Sales Advisor Job Description

Doc. HCS-FS-013

Issue 5

## **Objective of role**

- Help to maximise sales for the store and across wider channels
- Provide first class customer experience
- Work towards taking responsibility for the store's operation during defined periods
- Carry out stock management and store operation processes to help minimise risk and costs
- Grow personally and professionally as part of a dynamic business

## **General Responsibilities**

- Greet, assist and sell to customers
- Operate till and handle financial transactions
- Merchandise and replenish stock as directed
- Assist with deliveries and stock handling as directed
- Undertake cleaning and housekeeping duties
- Continually develop an understanding of the company's culture, products, ethical initiatives, other areas of business, and reflect this in everyday performance
- Take responsibility for a specific area of the store's operation
- Take responsibility for personal development and actively seek opportunities for improvement

## **Responsibilities during short defined periods when responsible for the store's operation**

- Manage the store during the designated period to meet its objectives
- Be the senior contact in-store for customers and any other interactions
- Lead the staff and direct their activities as briefed by store management
- Ensure the security of all aspects of the store including staff, cash, IT, building and stock
- Open and close the store at the appropriate times
- Ensure stock is replenished throughout the period
- Ensure compliance with procedures

During periods when acting as Duty Manager, the Senior Sales Advisor must understand that they take full responsibility for the appropriate management of the building, all cash handling and financial reconciliation, upholding of the brand values and staff management. Full accountability during a period of Duty Management lies with the Senior Sales Advisor, and therefore any breach of the company standards or procedures would be addressed to the Keyholder and appropriate action taken.

## **Experience Required**

Minimum of one year in a retail sales environment, ideally with a prestige brand  
Ideally experience of taking personal responsibility for an aspect of store operation

## **Skills/Knowledge Required**

Confident and clear communication  
Awareness of the impact of own performance and behaviour  
Awareness of own level of authority  
Understanding of the need for and impact of procedure compliance  
Ability to adapt to frequent change and a high pressure environment  
Knowledge of the Hotel Chocolat brand

## **Attitude Required**

Passionate about chocolate and customer service  
Highly self-motivated without self-importance  
Warm, friendly and engaging personality

# Senior Sales Advisor Job Description

Doc. HCS-FS-013

Issue 5

Strong sense of responsibility and desire to get things done properly  
Collaborative team player striving for the success of the business  
Flexible attitude  
Prepared to challenge if something is not right and own the solution

If you are interested in applying for a position with one of our stores, please forward a copy of your resume along with a covering letter to your preferred store.

Email address: [storename@hotelchocolat.co.uk](mailto:storename@hotelchocolat.co.uk) i.e. [stalbans@hotelchocolat.co.uk](mailto:stalbans@hotelchocolat.co.uk),  
[cambridge@hotelchocolat.co.uk](mailto:cambridge@hotelchocolat.co.uk) or [knightsbridge@hotelchocolat.co.uk](mailto:knightsbridge@hotelchocolat.co.uk)