

HOBBS

LONDON

JOB DESCRIPTION

Job Title	Style Advisor
Department	Retail
Reports to	Store Manager/Concession Manager/Team Leader

JOB PURPOSE:

To maximise every sales opportunity, for the store and across all other channels, by delivering exceptional customer service, upholding outstanding store standards through demonstrating Hobbs' values, and ensuring compliance with operational processes, to ensure each and every customer experience is tailored and memorable.

KEY BEHAVIOURS AND DESIRABLE CHARACTERISTICS:

- Sales and target driven
- Natural conversationalist
- Results oriented
- Flexible, adaptable approach
- Exemplary interpersonal skills
- Fashion-led mind-set with a creative flare
- Exceptional customer service with a customer-centric approach
- Positive, pro-active and energetic with a sense of urgency when necessary
- Open to learning, training and development opportunities, with a 'can-do' attitude

COMPETENCIES REQUIRED:

Selling and Outstanding Customer Service

- Has awareness of individual and branch targets and sales performances
- Treats the customer as the primary focus at all times and is prepared to go out of their way to meet the customers' unique style needs and override any objection through tailored, appropriate questioning and observations
- Understands that the customer is key: able to adjust selling style to adapt to different customer types through understanding and reacting to body language to recognise buying signals
- Achieve maximum sales and deliver on outstanding customer experiences through promoting an inviting and welcoming atmosphere; exceed customer expectations through every individual interaction and ensure customers leave wanting to repeat the experience
- Actively greet, assist and sell in a professional and passionate manner through taking full advantage of all selling opportunities with the aim of building multiple sales and supporting key KPI'S
- Has extensive product knowledge in order to confidently offer bespoke, professional advice and communicate best sellers as part of the selling process
- Build customer loyalty through promoting and offering our Together scheme and booking in numerous customer appointments; leverage and champion this scheme to drive relationships, sale volume and contribute to the store's customer base and Individual targets
- Provide the highest possible standard of professional, prompt customer service via all channels; face to face, email and telephone

Omni-channel business

- Promote the brand, products and our Omni-channel services at all times through being mindful of wider company strategies and key performance indicators
- Utilise all channels and tools available, including processing tablet and web orders to go above and beyond for the customer at all times
- Utilise our customer profiling tool proficiently and habitually to build strong, loyal customer relationships to drive footfall and sales growth
- Working to constantly drive new business through Sign ups and linking transactions to customer profiles to build on customer data

Personal and Team Effectiveness

- To aim for continuous improvement through driving personal development and using Hobbs resources where necessary
- Has a strong work ethic, places importance on good time keeping and uses initiative where required
- Uses feedback appropriately to improve individual and store performance
- Works as an effective part of the store and regional sales team; establish and maintain constructive, effective team relationships to create a positive work dynamic
- Motivated by being a team player with a common goal
- Awareness and consideration of each other's priorities, pressures and achievements

Commercial Awareness and Product Knowledge

- Awareness of target Key Performance Indicators (KPIs) and branch performance against target KPIs; strive to continually meet and exceed branch KPIs
- Suitable awareness of the brand and fashion trends, in line with the wider retail industry, to provide expert style advice and support wider fashion trends.
- Consistently self-motivated during peak and non-peak trading times
- Maintain a high awareness of visual merchandising and contribute to the making of commercial decisions for the market type and customer profile
- Awareness of and responsiveness to own, bespoke store market
- Identify external opportunities; helping to organise and schedule events to increase incremental sales

Living the Brand and the Brand Values

- Taking pride in personal appearance through being a key brand ambassador and wearing the product in a smart, tidy and presentable manner
- Ensures immaculate presentation of branch and Back of house in terms of cleanliness and tidiness
- Presenting a positive, happy and professional approach both internally and externally
- Ability to build trust in colleagues to complete group tasks efficiently

Branch Operations

- Learn and follow daily tasking requirements and replenishment systems, ensuring the sales floor is replenished at all times
- Operate tills and process sales accurately, with care and attention
- Computer literate to adhere to and drive all store operations
- Maintain strong housekeeping requirements at all times
- To assist with deliveries and stock handling in a timely manner.
- Ensures that all company administrative work is dealt with accurately in a timely manner
- Ensure adherence at all times to company security procedures and policies, maintain a safe working environment and comply with all regulations under the Health and Safety at Work Act
- Maintain the Health & Safety of colleagues, customers and contractors
- Process web collections, orders and returns effectively
- Constant referral to the company intranet to keep up-to-date with business led communication

Name:

Signature:

Date: