

Job description

Job details	
Job title: Outlet Assistant Retail	Line Manager title: Outlet Manager Retail
Grade:	Direct reports:
Department: Commercial	Location: Outlet Location
Job summary	
To provide customer service, sales, and operational support within the retail outlet, ensuring smooth day-to-day operations, accurate transaction processing, and a positive shopping experience. The position supports the Outlet Manager in product display, sales execution, inventory control, and adherence to company policies and brand standards. The role contributes directly to achieving sales targets, maintaining outlet presentation, and promoting customer satisfaction.	
Roles and responsibilities	
1. Sales & Customer Service • Welcome, assist, and guide customers in product selection, providing accurate information on prices, features, and promotions. • Ensure excellent customer service, addressing inquiries and resolving minor issues courteously. • Support the achievement of daily and monthly sales targets through active selling and product recommendations. • Process transactions accurately through the Point of Sale (POS) system, ensuring correct billing and receipts. • Promote ongoing offers, loyalty programs, and new product launches to enhance customer engagement.	
2. Merchandising & Outlet Presentation • Arrange and maintain attractive, well-stocked product displays in line with visual merchandising guidelines. • Ensure proper labeling, pricing, and tagging of all items. • Maintain overall cleanliness, orderliness, and professional presentation of the sales floor, display shelves, and fitting areas. • Report damaged, missing, or low-stock items promptly to the Outlet Manager.	
3. Inventory & Stock Handling • Assist in receiving, unpacking, and verifying deliveries against delivery notes or GRNs. • Support daily stock counts and reconciliation of variances. • Maintain accurate stock movement records in coordination with the Warehouse and Sales teams. • Assist in the safe storage, rotation, and replenishment of products. • Ensure all stock handling follows company procedures and safety standards.	
4. Cash & Transaction Management • Handle customer payments securely and issue accurate change or receipts. • Reconcile cash and card transactions at the end of each shift and hand over to the Outlet Manager. • Maintain confidentiality and integrity in all financial transactions.	
5. Customer Relations & Feedback • Gather customer feedback on products, service quality, and preferences for reporting to the Outlet Manager. • Handle returns and exchanges as per company policy and escalate unresolved cases. • Contribute to building long-term customer relationships through positive interactions and consistent service.	

6. Safety, Security & Compliance

- Adhere to company safety, health, and hygiene standards within the outlet.
- Ensure safe handling of materials, cleaning equipment, and display fittings.
- Report suspicious activities, theft, or safety hazards immediately.
- Comply with company policies, code of conduct, and uniform standards.

7. Teamwork & Operational Support

- Work collaboratively with colleagues and management to ensure daily operational goals are met.
- Support outlet events, promotions, and inventory audits as required.
- Attend regular team briefings and training sessions to enhance product knowledge and service skills.
- Perform any other duties as assigned by the Outlet Manager to support smooth operations.

Academic and professional qualifications + Work Experience

- Diploma or Certificate in Sales, Retail Management, Business Administration, or related field.
- Minimum 4 years' experience in a retail or customer service role, preferably in textiles, apparel, or FMCG.
- Proficiency in POS systems and basic computer applications (Excel, Word).
- Knowledge of visual merchandising and stock control processes.
- Excellent communication, interpersonal, and problem-solving skills.
- Numeracy and accuracy in handling transactions and records.
- High integrity, personal presentation, and reliability.

Technical skills and behavioural competencies

- Customer Service Orientation - Friendly, helpful, and professional in all customer interactions.
- Sales & Product Knowledge - Ability to promote and explain features and benefits of products.
- Accuracy & Attention to Detail - Ensures correct pricing, billing, and stock documentation.
- Teamwork - Collaborates effectively with colleagues to achieve outlet objectives.
- Integrity & Accountability - Handles cash and stock responsibly and transparently.
- Presentation & Grooming - Upholds brand standards in appearance and behaviour.
- Adaptability - Works efficiently in a fast-paced, customer-driven environment.
- Communication Skills - Clear and courteous verbal communication with customers and colleagues.

Sign off

Job holder name:	Signature: _____	Date: _____
Line Manager name:	Signature: _____	Date: _____
Counter-signing Quality Assuror (CQA) name:	Signature: _____	Date: _____