

## Job Description

<b>JOB TITLE:</b>	<b>Brand Ambassador</b>
<b>REPORTS TO:</b>	<b>Brand Manager / Asst. Brand Manager</b> <b>Secondary Reporting Line : Retail Manager/Supervisor</b>
<b>DEPARTMENT:</b>	<b>Commercial - P &amp; C Category</b>
<b>JOB CODE:</b>	
<b>SPECIAL FACTORS:</b>	
The Brand Ambassadors promote the sale of respective brand/s and are based in the Showrooms. They report directly to the respective Brand Manager, but have a secondary reporting line to the Showroom Manager/Supervisor. They interact with all the showroom staff.	
<b>JOB PURPOSE STATEMENT:</b>	
The Brand Ambassador is responsible for promoting the sale of the respective products by explaining the features and benefits of the products to customers. Displays the merchandize on her counter in a neat and inviting manner to attract customers to buy the products. Provides good customer service and follows the company policies and procedures in the process of her work.	
<b>JOB SIZE/DIMENSIONS:</b>	
Average No. of customers met per day : Sales Target :	
<b>ESSENTIAL DUTIES &amp; RESPONSIBILITIES:</b>	
<b>1. TURNOVER</b>	
<b>Sales Targets : ensures her monthly target is met/exceeded</b>	
Promotes maximum sales of merchandize by:	
<ul style="list-style-type: none"> <li>• Establishing Customer Needs.</li> <li>• Explaining Features and Benefits.</li> <li>• Overcoming Objections.</li> <li>• Selling Add-On Merchandize.</li> <li>• Providing high quality customer service.</li> </ul>	
<b>2. CUSTOMER SERVICE</b>	
<b>Consistently Maintains the Highest Standards of Customer Service by:</b>	
<ul style="list-style-type: none"> <li>• Respecting the well being of the customer, dealing with her/him as a guest and as potential customer, regardless of the Nationality, Colour, Age and Gender.</li> <li>• Greeting the customers with a smile, advising them which product to buy.</li> <li>• Advising customers on the selection, price, use, and service of products range available in the showroom, with the aim of encouraging them to buy and become a key customer.</li> <li>• Precisely and correctly answering a variety of questions concerning any available product;</li> </ul>	

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demonstrates the use of merchandize upon request.

- Professionally, diplomatically and politely dealing with customer complaints in accordance to the company procedures. Any complaints that remain unresolved are to be referred to the Brand Manager.

### 3. MERCHANDIZING AND HOUSEKEEPING

- Implements the company's as well as the principal's merchandising standards; ensures the products are merchandized 100% according to the brand image.
- Supervises the daily replenishment of merchandize, ensuring that the "first in- first out" principle is applied.
- Sets up promotional displays; makes signs or arranges merchandize on counters or tables to promote sales.
- Cleans merchandize, shelves, counters and tables.

### 4. PERSONAL APPEARANCE

- Keeps a professional image at all times as per the Grooming Standards.

### 5. PERFORMANCE MANAGEMENT

- Participates in Monthly, Quarterly and Annual Performance Review and Appraisal meetings with the Brand Manager.
- Listens, understands, and responds to the Performance Review instructions.

### 6. RELATIONSHIP

- Maintains '**Discrimination Free**' customer relationship environment.
- Ensures and maintains a **professional non-bias** relationship with the staff in the workplace.
- Builds an excellent relationship, based on cooperation and respect, with her superiors in the showroom as well as with the colleagues in the other showrooms.
- Applies and follows the "Proper Channel" Principle in communication i.e.: communicates through the Brand Manger any business related issues.

### 7. INVENTORY

- Checks inventory listing with actual inventory on shelf and reports discrepancies to the Brand

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- Participates in stock taking (counting and describing the goods in stock).

### 8. TRAINING & DEVELOPMENT

- Assists in training the new Paris Gallery sales staff in respect of the brand or any other Brand's product knowledge.
- Attends training programmes (In-house and Supplier), implements the training knowledge for better customer service and selling techniques and works to update her skills and knowledge continuously.

### 9. PURCHASING

- Checks stock periodically and reports to the Brand Manager any products to be placed and ordered.
- Reports to the Brand Manager any special movement for a certain product, fast/slow moving products and any wanted product.
- Follows the purchasing process logistics procedures:
  1. Assists the section supervisor by accurately checking and counting the "stock on hand" on the shelves, inside the drawers, and at the storeroom.
  2. Correctly Prices, (referring to price list) / invoice, and displays items for sale in an attractive and tidy manner according to the company's / principals' standards.

### 10. SCHEDULES

- Follows the duty schedule (Duty timings, Breaks & Days-off) set by the Brand Manager.
- **Responds to change in schedule** and shift timings due to special business seasons, like Dubai Shopping Festival, Dubai Summer Surprises, Holy Ramadan Month, Christmas and New Year.

11. Performs any other job-related duties as assigned.

### COMMUNICATION & WORKING RELATIONSHIPS:

KEY CONTACTS	REASON	FREQUENCY/NATURE
<b>Internal:</b> Brand Manager	To communicate regarding stocks, sales, promotions, etc.	On a daily basis.
Showroom Manager,	To communicate matters relating	On a daily basis.

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Supervisor and Staff	to day to day activities relating to the job.	
<b>External:</b> Customers	In the process of selling and resolving customer complaints	On a daily basis in person or by phone.
<b>MINIMUM REQUIREMENTS FOR THE JOB:</b>		
<b>QUALIFICATIONS</b>	High School Certificate	
<b>EXPERIENCE</b>	Min 2 years experience in sales and promotion of Fragrance care products in a retail setting.	
<b>KNOWLEDGE</b>	English Language, Knowledge of Arabic preferred. Computer literate - MS Office packages (not obligatory).	
<b>SKILLS &amp; ABILITIES</b>	Pleasant personality, smart appearance, well groomed, courteous, polished manners, service-oriented, good communication skills. Excellent interpersonal skills. Selling skills: ability to influence and persuade customers to buy company products.	
<b>REVIEWED BY</b>	<b>HR</b>	<b>Date: July, 2011</b>
<b>JOB INCUMBENT ACKNOWLEDGMENT</b>	<b>NAME:</b>  <b>SIGNATURE:</b>	<b>DOJ</b>

Note: This job description is intended to describe the general nature and level of work being performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.