

## Position Description

<b>Position title:</b>	<b>Retail Administrator/Salesperson</b>
<b>Reports to:</b>	Business Manager
<b>Function/Dept:</b>	Operations
<b>Seniority:</b>	Staff
<b>Location:</b>	Branch
<b>Job Type:</b>	Full-time
<b>Date document last modified:</b>	Nov 2008

**Primary purpose:**

To efficiently manage the administration duties of the store while also providing a high level of customer service and sales to cash customers and Shareholders. To champion assigned categories to optimize Farmlands business returns.

**Key accountabilities:**

**Administration**

1. Meet all task deadlines as documented on Wiki under Branch/Quick Link/Admin Support and Standards Information
2. Process creditor run files ensuring invoices received are correct and returned/faulty products are credited accordingly. Use creditor adjustment report to follow up outstanding invoices and credit notes. Co-ordinate outstanding order report.
3. Ensure prices are updated according to last costing as instructed
4. Provide general administration on a day to day basis, answering phones; email; banking; collecting mail; coordinating branch accounts; vouchers returns etc
5. Ensure manuals for product, pricing, operating procedures, all forms and membership packs are up to date. Keep branch tidy by clearing old documents and disposing of appropriately.
6. If required provide regional admin support. Training new administrators, answering individual branch admin queries and giving feedback to Branch Systems Support Coordinator
7. Always work in a safe and courteous manner and adhere to health and safety policy.
8. Communicate self-development needs through performance development plan and manage own self development

**Sales**

9. Accurately process inwards goods as per Farmlands policy and procedure manual.
10. Maintain and develop existing and new customers to optimise quality of service, business growth, and customer satisfaction.
11. Maintain the highest level of customer service according to Farmlands operating procedure
12. Actively encourage shareholders to use the Farmlands Card wherever possible and when products are not available in store.

13. Plan and prioritise personal sales activities for assigned categories and customer contact towards achieving agreed business aims, including costs and sales.
14. Support assigned category marketing activities and integrate personal sales efforts with other organised marketing activities which could include product launches, promotions, advertising, exhibitions and canvassing on farm.
15. Manage and champion assigned category product area, inventory, promotion stock levels, quotes, stock turnover, pricing and margins according to agreed policy.
16. Develop relevant knowledge and skills to assist customers and continue to grow knowledge.
17. Accurately process all sales and administration tasks; adhering to any point of sale laws e.g. sale of dangerous goods
18. Follow all lawful direction consistent with the above tasks as directed by the Business Manager or Assistant Manager

**Critical success factors/key performance indicators (KPI's):**

1. Complete creditors cut-off by due date while maintaining current month processing
2. Sales targets by category
3. Margin targets by category
4. Completion of category plans and proper recommendations and applications of products sold
5. Superior Customer service and Customer satisfaction (cooperation and communication with internal and external customers)
6. Compliance with sales laws
7. Category stock on hand less than 47 days

**Position dimensions:**

- Territory: In accordance with established Branch Boundary.
- Branch Core product range: over 9000 product lines.
- Target sectors: Existing shareholders and other farmers.
- Customer base in general between 300 to 1200 shareholders. Typical account value \$20,000 to \$50,000 pa.
- Purchasing authority in line with Farmlands procedure.
- Budget accountability for category responsibilities.
- Task planning horizon < 3 months

**Contacts arising/relationships - external & internal :**

**Key customers**

- Shareholders, cash and prospective customers.

**Internal (other)**

- Branch staff, Category Team, Account Managers, HR, H/O, Technical Advisors, Regional Manager

**External (other)**

- Suppliers
- Service providers

**Desired Minimum Capabilities**

**Professional experience, skills and knowledge** (what are the skills which are critical to the success of this position? What is the type & years experience, seniority, areas of business/industry required? What is the minimum level of previous Leadership exposure required?):

- Previous office/administration experience
- Attention to detail and organised
- Good verbal and written communication skills
- Numerical and analytical skills

- Computer literate
- Good time management skills
- Familiar with rural and farming practices
- Retail or Rural sector experience
- Agricultural qualification advantageous

**Minimum education & qualifications** (list Certificate, Bachelor Degree, Post Graduate Degree, etc?):

- Advantageous compliance certificates such as dangerous goods endorsement, approved handler certificate, forklift licence