

## SENIOR SHOP ASSISTANTS

We are recruiting Senior Shop Assistants for our busy organic farm shop and home delivery service. Seniors work in the shop 3-4 days per week but have dedicated time to undertake their lead responsibilities.

Shop Seniors have different lead responsibilities – for example fruit and veg stock management or the smooth operation of our home delivery service or online shop management and sales growth. Please state which area of specialisation you have relevant experience of and most interest in.

## INTRODUCTION

### About Whitmuir

Whitmuir is a working organic farm just 16 miles south of Edinburgh, rearing beef cattle, pigs, sheep and turkeys. The farm also grows vegetables and soft fruit. The farm is owned and run by Pete Ritchie and Heather Anderson, who live on the farm.

All of the food grown on the farm is sold to **Whitmuir Organics Ltd**, the company who run the on farm **organic butchery**, award winning, 4-star **farm shop** and the licensed organic **café** (which is now run by a third party). The farm hosts many **educational events** and activities throughout the year.

### About our farm shop.

Our farm shop showcases the farm's own produce, along with over 2,000 lines of **organic** produce. Whitmuir is one of the very few organic shops in the UK (winning Best UK Organic Retailer). We are open **7 days per week from 10am-5pm** and we operate an **online home delivery** service 4 days per week (Wednesday to Saturday). Excellent customer service online and in-store is essential

We have a **unique farm supporter scheme** (one of the largest community supported agriculture schemes in the UK) – many of our customers make a monthly payment to the farm directly and have customer accounts.

### What we expect from our staff

All shop staff must be knowledgeable about the principles of organic farming and food production in order to speak fluently to the hundreds of customers who travel to our farm. Most customers will be unfamiliar with organic brands and our staff must be able to communicate brand knowledge and the benefits of organic food for both individuals and the planet. On the job training will be given whenever requested.

As well as providing excellent customer service online and in-store, we need staff to be focussed on growing sales and recruiting new farm account holders.

You can find out more about the farm shop and associated business at [www.whitmuir.scot](http://www.whitmuir.scot).

You can find out more about the educational work of the farm at [www.whitmuircommunityfarm.org](http://www.whitmuircommunityfarm.org)

### Location

Whitmuir Organic Farm Shop, Whitmuir Farm, Lamancha, West Linton, EH46 7BB  
We are on the A701, 16 miles south of central Edinburgh and 8 miles south of Penicuik. There is no public transport link – all applicants must have their own transport.

Email: [shop@whitmuir.scot](mailto:shop@whitmuir.scot)

Phone office: 01968 661 908

## **SHOP SENIOR - JOB DESCRIPTION**

Reporting to the **Business Manager**, the two Shop Seniors must ensure the smooth daily operation of the shop **7 days a week** and manage the online home delivery service **4 days a week**. As we are dealing with fresh produce, much of it butchered or picked to order, stock management is a key part of the job.

Shop Seniors have responsibilities for ordering fruit and veg, dairy and dried goods and they also have to ensure that all products are available online. In addition to serving customers, Seniors have to prepare delivery run sheets and pick and pack online order for home delivery. You will be expected to work 3-4 days per week on the shop floor and have 1 day per week for stock management in-store or online, communicate with customers and grow sales.

### **Essential qualities**

- You must be interested in food, be enthusiastic about working in grocery retail and have some understanding about organic food production
- You must be competent online and have some experience of on-line retail.
- You must be friendly and welcoming and want to work as part of a small team.

**The Business Manager** is primarily responsible for the overall stock management and retail offer and the efficient and safe daily operation of the shop.

The Senior with lead responsibility for **online sales** will be primarily responsible for **the online offer, the quality and consistency of the home delivery service and online customer service and care.**

The Senior with lead responsibility for **fruit and veg sales** will ensure the quality of the produce for sale and design the veg and fruit box offer to both meet customer expectations and ensure we retain and grow veg and fruit box sales.

All of this work requires concentration, close attention to detail, the ability to operate and improve operational systems and pride in providing a consistently good service.

The various types of tasks are detailed over the page.

Please return your CV and provide a covering letter giving us information about your relevant experience.

## **CORE AREAS OF RESPONSIBILITY**

### **1 CUSTOMER SERVICE AND SALES:**

#### **1.1 *Shop customers* (70% of sales)**

- All customers must be welcomed and served efficiently and courteously, even when you are focussed on home deliveries!
- You must be able to deal with customer enquiries, take customer orders, operate customer accounts, recruit new account holders and provide information about products and the farm.
- You must follow up enquires about home delivery and accounts
- You must ensure that customer complaints and feedback is appropriately dealt with and recorded.

#### **1.2 *Online customers* (30% of sales)**

- You must manage **home delivery orders 4 days per week**, utilising different systems – email, phone and post orders, magenta picking lists (online shop), file maker pro database system for delivery run sheets and repeat orders and the minipos till system for account and sales management.
- You must ensure that relevant kitchen, butchery and farm staff are timeously provided with prep lists to enable orders to be met.
- You must ensure all staff accurately follow picking lists and ensure the home delivery orders meet high standards of freshness.
- You must ensure the van is safely packed for delivery
- You must correctly charge both customers paying through the account system or in advance by credit card.
- You must phone/email online customers to resolve any order issues.
- You must manage the click and collect service

### **2 ONLINE SHOP MANAGEMENT (Lead Responsibility)**

- You must ensure the online shop is fully stocked and truly reflecting the in-store offer – this requires loading new products online every week and ensuring they are supported with clear imagery and accurate information
- You must work with the web hosting company to improve site navigation and offers online
- You. must increase our online reach and grow the home delivery business in consultation with the Business Manager and the Directors

### **3 FRUIT AND VEG MANAGEMENT (Lead responsibility)**

- You must prepare weekly purchase orders from our key fruit and veg wholesalers, taking into account the farm supply and well as the kitchen and wholesale requirements.
- You must pay specific attention to seasonality and countries of origin
- You must be able to undertake weekly price checks and calculate changes in line with generic market rates.
- You must ensure quality control and minimise waste.
- You must ensure that the **Veg Porch** is clean, fully stocked, well presented and uncluttered, with all produce regularly checked for freshness and price and deteriorating produce correctly recycled.

In addition to these specific tasks, you must follow all the procedural systems for the smooth operation of the shop and store in compliance with environmental health and safety requirements.

**Job Description February 2019**