

## **Job Description: Sales Assistant**

**We can offer various terms for this position as seen below. Please specify your preferred term on e-mail when applying. Links found at bottom of document.**

- Seasonal contract [September 2024] | Full time hours
- Seasonal contract [September 2024] | Part time hours
- Long term contact | Full time hours
- Long term contact | Part time hours

### **Company Overview**

Minchella & Co is a renowned family run, multi-award winning manufacturer retailer of ice cream who mainly distribute their range of products through their two outlets in South Shields.

The product range consists of luxurious sundaes and hot drinks, smaller take away ice creams and hot snacks.

All food and drink is available for sit in and take away service.

'Ocean Road' parlour is located not the pedestrianised area of Ocean Road, at the cross road of mile end road and Kingstreet. This was established in 1942 - Our production facility is attached to this

'The Walkway' parlour is located on South Shields sea front, over the years has developed an excellent reputation with the local community and its wider customers base.

Minchella & Co is a seasonal business, and weather dependant. A typical season is from; September to April, off peak, open morning to late afternoon. May to August, peak, open morning to evening. Our weekly trends are: Monday being quietest day, gradually increasing to Sunday being our busiest.

Minchella & Co pride themselves on producing high quality ice creams, being a named sponsor of South Tyneside Events, and contributing to ethical sourcing of food and packaging.

We look forward to welcoming a new enthusiastic member of our team.

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## Locations

### **Retail outlet**

Minchella & Co  
Sea Road  
South Shields  
Tyne & Wear  
NE33 2HT

### **Retail outlet**

Minchella & Co  
Sea Road  
South Shields  
Tyne & Wear  
NE33 2LD

### **Mobile Units**

Private events

## General

Overall, you will be responsible for delivering a high level of customer service, assembling and creating ice cream, hot drinks and snacks to our company standard, adhering to food hygiene and other safety policies. It is also your responsibility to create and maintain positive working relationships with your team mates and to support the managerial team.

Our company adopts a continuous improvement approach. We therefore recognise that there are always improvements that can be made to our procedures and workflows in order to make them efficient and effective. Your own input and suggestions would be welcomed, and your ability to assist in delivering new implementations would be relied upon.

The parlour is located in a popular seaside location on the coast of South Shields, in summer the parlour gets very busy. This locations can transition into to fast-paced working environment quickly and sometimes with short notice. Therefore a certain level of flexibility is required which may involve asked to come into support or cover staff if required or in off peak times, being sent home

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on quiet days. We try to plan the rota as best as possible to keep this to a minimum.

The general duties require you work on your feet for a high percentage of your shift, which can be physically demanding.

On a number of occasions over the summer, we operate our mobile ice cream units at local and private events, mostly situated at Bents Park, South Shields, however locations can be situated further afield. Sales assistants from our retail outlets are asked to work at these events, the skillset required is broadly the same as working in our parlours. The mobile unit(s) can be staffed by an individual, or a team of staff. The staff levels depend on the event attendance and which are forecasted and arranged prior to the event, to ensure the appropriate level of sales assistants.

## **Responsibilities and Duties**

- Have a depth of understanding of products on sale, such as ingredients, manufactures instructions and prices.
- Being part of a team to ensure the opening and closing checks are carried out.
- Stock levels on the counter are prepared, maintained and suitably altered depending on the time and date, supply and demand or as requested by the management.
- Carrying out methods of service efficiently and effectively, adhering to training set by the management, ultimately delivering an excellent level of customer service in a fast paced environment.
- Barista duties comprising of, making and blending a variety of hot drinks such as coffee, tea hot chocolates. One to one in house training is provided.
- Presentation of finished goods are to a high industry standard. This is a display of your work and the companies achievements over generations and should always be of a very high standard.
- Carrying out a customer transaction process; - Accepting the customers orders - accurately inputting this into our epos system - registering cash or card payment.

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- Familiar with the allergen and intolerance procedures, and ensuring the safe assembly of products when catering for such requirements.
  - Adopt a 'clean as you go' attitude during service, cleaning utensils and containers to avoid untidiness and to ensure safety.
  - Adhering to HACCP procedures of the front of house service system.
  - Following the cleaning procedures of equipment.
  - Following the cleaning procedures of crockery, cutlery.
  - Following the assembly, disassembly and cleaning procedures of equipment and machinery.
  - Ability to drop onto other cleaning and or KP duties if and when required, such as clearing and cleaning tables. Clearing and cleaning shop floor.
  - Ensure good housekeeping at all times being a representation to all staff and customers of the clean and tidy production of ice cream.
  - There may be times when other jobs are needed to be carried out outside of tasks listed in this job description. Therefore a supportive open mind approach is required.

## **Reports to**

Store Manager, Shift Supervisor

## **Qualifications and requirements**

### **Essential Qualifications and experience:**

- Enjoy, and are able to work in a fast-paced environment
- Good organisational skills
- Positive attitude
- Comfortable about working in the public eye
- Able to deliver high levels of customer service
- Pleasant natured and friendly

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- Able to listen and communicate effectively
  - Multi task, good mental agility.
  - High standards of personal presentation
  - Flexibility to work longer hours, weekends and bank holidays
  - Confidence in problem solving under pressure
  - Good interpersonal skills

## **Desirable Experience**

- Previous experience in hospitality, over 1 year.
- Sales in a retail environment over 1 year.
- Experience in directly communicating with customers
- Barista experience
- Dietary and allergen awareness
- Qualifications relating to food preparation and work based safety, such as food hygiene, allergen awareness, health and safety, COSHH awareness, first aid training fire safety.
- Cash handling experience

## **Support in your role**

You will be fully supported in your role by our management team, but mostly by the manager and supervisor that you report to. All relevant training will be provided to ensure this is the case.

## **Perks**

Free coffee at work

20% staff discount for all ice creams, food and drinks

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## **Training**

Training will be carried out by our management supervisors  
Safety training required by for the job is commissioned by the company.

We also work on an individual level and tailor the needs of specific training and personal development.

We estimate it should take approximately 6 weeks to be fully trained in a sales assist role.

## **Working Hours and Pay**

This is a position, paid hourly, there is a higher volume of working hours required in the summer season.

The suggested hours of work would be 30+ off peak and 40+ during peak.  
We would require an increased availability during local school holidays.

Our parlours are open seven days per week

We are open bank holidays.

In off peak season, our current serving times are 9:00 - 17:00

While the opening times generally remain the same, the closing times gradually get later, stepping up towards the peak season.

During the peak season, our opening hours are 9:00 - 21:00

Staff are required to arrive/leave 30mins to 1:00 before/after serving times for preparation.

Sometimes closing times are extended given short notice.

If staff levels fall short of their requirements, then it would be expected that the position is filled by other team members, if appropriate cover was unable to be made.

We do encourage back up preparations to be made in advance to avoid this from happening.

## **Probation period**

As a company we have a probation period for all employees. A sales assistant probation period is 1 month.

The company reserves the right to extend or terminate the probation period at its own discretion. Further information regarding the probation period can be found in our employees handbook.

# Application

## Direct

As previously mentioned, there are various terms available for this role. Please select your preferred terms - using table below to open email and attach your CV.

Sales Assistant	Long term contact Contract end: ongoing	Seasonal Contract Contract end: 9th September 2024
Part time: Around 2-3 days per week	<a href="#">Apply</a>	<a href="#">Apply</a>
Full time: Around 5 days per week	<a href="#">Apply</a>	<a href="#">Apply</a>