

BRAND REPRESENTATIVE

JOB DESCRIPTION

A Brand Representative inspires others through a charismatic and sophisticated presence in the store; they act as a role model to customers and associates alike. They are **relatable, credible, stylish** and **confident** while providing outstanding customer service. A Brand Representative possess an individualized style that allows them to share expertise and relate to customers. They engage customers in a genuine way to drive sales and provide an exciting, fast and easy store experience. They are able to execute necessary operational/leadership functions in the event that the manager is not present.

ENTRY REQUIREMENTS

- EDUCATION** - High School Diploma / G.E.D. equivalent required.
- RETAIL EXPERIENCE** - **Part-Time** No retail experience required. **Full-Time** 1 to 2 years previous retail experience required.
- SUPERVISOR / MANAGERIAL EXPERIENCE** - No supervisory / managerial experience is required.

WORK SCHEDULE REQUIREMENTS

PART-TIME - Typically required to work two to three shifts per week, each shift being about four to five hours.

FULL-TIME - Typically required to work more than 32 hours per week, depending on the time of year and needs of the business. Brand Representatives may be required to work most Saturdays and/or Sundays, as well as the weeks of peak holiday seasons. Hours and days expected to work may differ based on business, local laws and employment contracts, if any.

COMPETENCIES

WHAT YOU NEED TO BRING TO THE JOB	WHAT YOU WILL LEARN ON THE JOB
Relatable Credible Stylish Confident Communication	Product Knowledge & Brand Awareness Business Understanding Proactive Thinking Attention To Detail Register / Point Of Sale Use Asset Protection Visual Displays

TASKS

CUSTOMER FOCUS

Interacts with and assists customers to ensure they have an outstanding store experience. Anticipates customer needs, reads body language and picks up on cues to help customer. Keeps up-to-date on merchandise choices and uses suggestive selling/outfitting skills to share this knowledge with customers. Delivers an in-store experience focused on the customer, ensuring a fast, easy and exciting shopping experience. Has the ability to relate to the customer using own life and shared experiences. Monitors shrink by being aware of signs of internal and external theft, communicating customer service recovery statements and assisting asset protection in the event of theft.

DRIVES SALES

Maximizes opportunities for additional customer sales by communicating product information of key items. Engages with customer by asking solution-driven questions that result in sales. Participates as an active team member in accomplishing team goals/sales objectives.

STORE PRESENTATION AND SALES FLOOR

Maintains and updates visual and presentation standards throughout the store by completing store recovery and form changes. Fills and steams merchandise according to eUSR report and visual guidelines. Cleans, organizes and maintains store. Audits for size availability, fills store efficiently and quickly and ensures assigned zones are standardized and merchandise is steamed and stacked neatly for ease of shopping. Completes store recovery. Ensures that each fitting room is clean and free from damage.

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COMMUNICATION

Develops good working relationships with others. Keeps manager informed of customer merchandise (e.g., placement, availability, customer fit) and business flow (e.g., long lines at cash wrap or fitting rooms) issues. Communicates with others in a timely and appropriate manner. Respects and values the diversity of others. Participates in training meetings to ensure company standards are met (e.g., Five Minute Meetings). Seeks out, listens to and uses feedback to improve job performance.

STORE OPERATIONS

Performs all register functions and cash-related procedures, completes tasks and communicates necessary sign-offs. Supervises sales floor as needed to ensure the customer experience meets company standards, including minimizing lines and ensuring appropriate associate coverage of sales floor.

POLICIES & PROCEDURES

Follows company procedures, including Handbook Policies, as well as all managerial instructions and assignments. Adheres to the dress code guidelines in personal appearance (e.g. grooming, proper dress). Follows standard procedures for opening and closing the store, operates cash register and all point of sale (POS) devices, follows all company safety and security policies and follows all fitting room procedures.

STOCKROOM

Processes shipment boxes (e.g., scanning and sensing merchandise) using correct procedures, organizes merchandise in stockroom, separates and prioritizes merchandise and maintains all merchandise in a neat and organized fashion according to company standards. Cleans, organizes and maintains stockroom standards.