

Agency: Liquor Distribution Branch
Location: Various

Working Title: **Product Consultant**
Level: Range 11
NOC Code: 6421

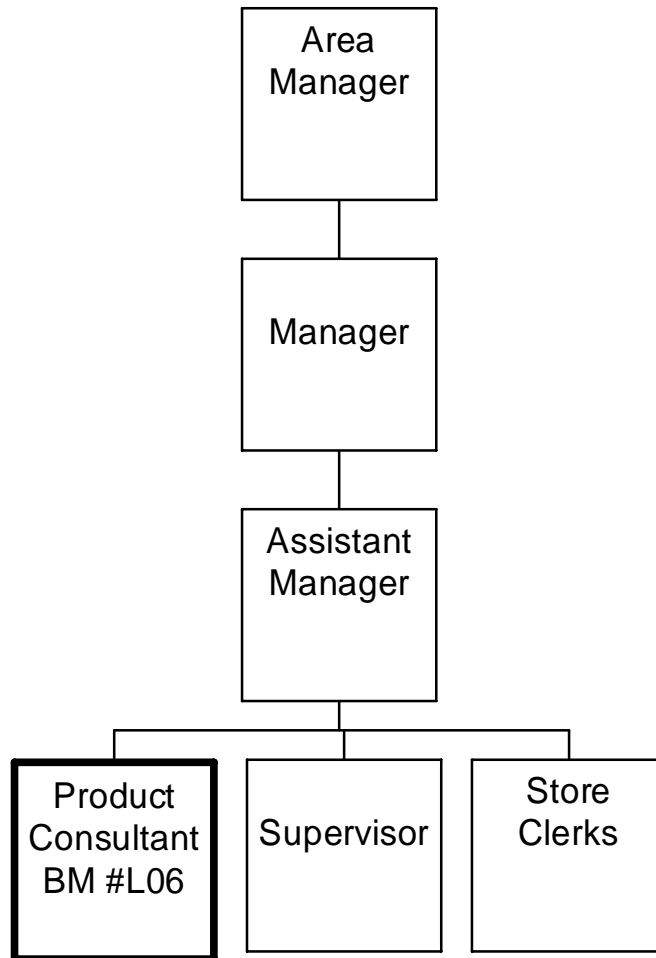
PRIMARY FUNCTION

Provides customer service and the administration and marketing of premium product lines including providing specialized product information and creating retail displays.

JOB DUTIES AND TASKS

1. Participates in enhancing the overall presentation of the store
 - a. consults with the Store Manager to ensure the shopping environment is clean, welcoming, and stocked with strategically placed displays and product information
 - b. coordinates with Order Clerk to eliminate stock outs and anticipate high volume demands
 - c. participates in the monthly Image Programme by implementing pre-determined advertising displays/programs and recommending fixture and layout changes based on store sales and demographic demands
2. Coordinates and develops image displays including open retail, free standing and end aisle location displays
 - a. develops product displays particular to the market trends within the specialty store system
 - b. ensures displays are placed to maximize revenue, and are clean, fully stocked and include product information
 - c. determines the locations, total number of displays, the category proximity to the display, and the number of products per category to display to balance display opportunities
 - d. reviews weekly sales performance assessments to determine, by price, which products are the best sellers and the minimum quantity of displays, included signage, that generates the most revenue
3. Provides customer service and answers inquiries such as product location, availability, special requests and orders
 - a. assists customers with product selection, suitability, information (including technical specifications), general product profiles, sensory evaluation and food and wine pairing
 - b. establishes and maintains client lists for new products, events, seminars and special releases
 - c. assists Liquor Retail Stores and Licensees with product information for listing and wine list selections
 - d. responds to concerns and complaints regarding the quality/suitability of specific products
 - e. approaches and assists customers by anticipating their needs and helping them to select product
 - f. conducts, or assists at, customer, industry, in-store and/or media tastings and special events
 - g. maintains customer relations in accordance with LDB vision
4. Participates in inventory management
 - a. recommends purchase of specialty items by reviewing product sales performance and identifying customer requests, market trends and demographic demands
 - b. recommends and maintains inventory of new or existing specialty listings
 - c. provides input to the purchase of specialty items by reviewing weekly sales statistics
 - d. recommends acquisition of cross-dock limited availability products and administers the quantity, location, activation and markers and monitors their timely disposal/sale
 - e. determines the storage requirements and movement of inventory of specialty products
 - f. performs bi-annual portfolio review to check products below performance levels and recommend replacement with revenue enhancing selections
 - g. coordinates with Store Manager and other Product Consultants on the reduction of portfolio products by display, tag end or inter-store transfers
5. Performs the duties of a Store Clerk and other related duties
 - a. provides product knowledge training for store and area staff, such as conducting tasting product seminars
 - b. signs for stock deliveries
 - c. operates cash register including receiving money and debit transactions
 - d. takes orders and processes license sales and enters data into computer for ordering
 - e. asks minors and intoxicated customers to leave, if required
 - f. stocks shelves and performs maintenance duties such as dusting, sweeping and cleaning up broken glass

- g. receives and unloads liquor delivery trucks using electric pallet mover and pallet truck



| FACTOR NO. | REASON FOR CLASSIFICATION | DEGREE | CLASS. POINTS |
|------------|--|--------|---------------|
| 1 | <p>JOB KNOWLEDGE Understand and apply the accepted methods of liquor merchandising to provide advice as a specialist product consultant to customers, staff and supervisors.</p> | E | 145 |
| 2 | <p>MENTAL DEMANDS Judgement to assess customer requests, market trends and product information and choose an approach to recommend the acquisition of specialty stock and develop product displays.</p> | D | 100 |
| 3 | <p>INTERPERSONAL COMMUNICATION SKILLS Discretion required to conduct seminars and explain product information to customers, licensees and staff.</p> | C | 30 |
| 4 | <p>PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to operate cash register with some requirement for speed to process line-ups while bagging product and making change.</p> | C | 15 |
| 5 | <p>RESPONSIBILITY FOR WORK ASSIGNMENTS <u>Freedom to Act:</u> 3 <u>Comparative Effects:</u> IIIa Guided by specific procedures and past practices, affects program delivery by administering and marketing premium product lines including providing specialized product information and creating retail displays.</p> | C | 50 |
| 6 | <p>RESPONSIBILITY FOR FINANCIAL RESOURCES Some financial responsibility to provide input to the purchase of specialty items by reviewing weekly sales statistics.</p> | C | 15 |
| 7 | <p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Significant responsibility to determine the storage requirements and movement of inventory of speciality products.</p> | D | 22.5 |

| FACTOR NO. | REASON FOR CLASSIFICATION | DEGREE | CLASS. POINTS |
|------------|--|--------|---------------|
| 8 | RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to provide formal training and/or instruction for the store and area staff. | B | 9 |
| 9 | RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Moderate care and attention to exercise caution to prevent accident or injury to others by refusing service to intoxicated individuals. | C | 15 |
| 10 | SENSORY EFFORT/MULTIPLE DEMANDS Focused requirement to frequently listen to and respond to enquiries. | C | 12 |
| 11 | PHYSICAL EFFORT Relatively heavy physical effort to regularly lift moderate weights. | D | 18 |
| 12 | SURROUNDINGS Exposure to almost always working at a site open to the public, with background noise. | B | 4 |
| 13 | HAZARDS Limited exposure to hazards from regularly lifting moderate weights. | B | 4 |

Total Points: 439.5

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