

Job Class Profile: **Senior Liquor Sales Clerk**

Pay Level: **CG-24** **Point Band:** **422-455**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	3	3	4	2	2	2	2	2	3	
Points	140	50	25	10	60	43	41	43	32	444

JOB SUMMARY

The Senior Liquor Sales Clerk ensures Liquor Sales Clerks and customers are aware of information on the products available and respond to inquiries relating to suitability of products for specific occasions.

Key and Periodic Activities

- Presents product information to internal and external groups and improves staff product knowledge through written and oral communication.
- Educates staff on product information and ensures their use of this knowledge through a Customer Service Training Program (Set the Tone, Explore Their Needs and Occasion, Recommend Primary Solutions, Value Adding Solutions and Encourage the Sale Today and Tomorrow (SERVE)). Coordinates staff development and completion of NLC Product Knowledge Courses.
- Conducts tastings for increased product knowledge.
- Educates customers and answers queries on merchandise. Organizes, conducts and leads various beverage samplings for customers. Promotes and supports the Check 25 and Social Responsibility initiatives.
- Participates in various Fests and Special Events to increase sales of beverage alcohol while following approved operating budgets.
- Fills customer orders; records sale or totals sale on cash register, ensures accuracy, and balances cash at close of business. Counts, sorts and checks sales slips.
- Receives stock at liquor stores by unloading trucks, unpacks and checks for breakage and quantity. Records incoming and outgoing stock, arranges stock in warehouse, processes the products, replenishes store shelves and floor fixtures as needed; cleans and prices bottles and participates in taking physical inventories by counting all stock or checking off previous counts. May operate material handling with pallet jack and similar equipment in moving stock.
- Assists in maintaining general cleanliness of inventory by dusting shelves and floor fixtures, sweeping and other related activities.
- Assists in maintaining store security by patrolling floor when not working on cash and ensuring all products leaving the store have been paid for.

SKILL

Knowledge
<p>General and Specific Knowledge:</p> <ul style="list-style-type: none"> — Knowledge of the organization's methods, policies and procedures (Set the Tone, Explore Their Needs and Occasion, Recommend Primary Solutions, Value Adding Solutions and Encourage the Sale Today and Tomorrow (SERVE) Customer Service Training, Occupational Health and Safety (OH&S). <p>Formal Education and/or Certification(s):</p> <ul style="list-style-type: none"> — Minimum: Graduation from High School supplemented by the completion of internal Levels I, II & III of the Newfoundland Liquor Corporation Product Knowledge Courses, Sommelier Guild Level 1 Training <p>Years of Experience:</p> <ul style="list-style-type: none"> — Minimum: 1 -2 years of related work experience <p>Competencies:</p> <ul style="list-style-type: none"> — Operates machinery in a warehouse setting (i.e. forklift pallet, jack). — Operates computerized point of sale system (POS).
Interpersonal Skills
<ul style="list-style-type: none"> — A range of interpersonal skills are used to listen and provide customers and staff with product knowledge/information; promote and sell products and deal with angry or upset customers. — Communications occur with employees within immediate work area and department including supervisor, customers and the general public, with external stakeholders such as wine and alcohol representatives, Senior Product Knowledge Consultant and other Marketing/Store Operations staff. — Most significant contacts are with Liquor Sales Clerks, customers and supervisor and/or manager.

EFFORT

Physical Effort
<ul style="list-style-type: none"> — The demands of the job occasionally result in considerable fatigue, requiring periods of rest. — At times, is required to move stock over 50 lbs. with the assistance of a forklift, pallet jack, or hand cart. Also required to stand for extended periods while at the cash or while conducting tasting sessions on the sales floor where movement is somewhat restrictive. Regularly handling stock often involves cramped positions with regular bending and kneeling. There is a regular requirement for strength and endurance. — Physical effort also includes constantly using fine finger or precision work on the computer and regularly using equipment to unload stock.
Concentration
<ul style="list-style-type: none"> — Visual concentration includes monitoring the store for loss prevention, checking age requirements for sales, signs of customer impairment, unpacking boxes, and stocking shelves. — Auditory concentration includes listening to supervisor for assigned tasks, listening to inquiries from staff and customers, filling customer club requests and general orders for the

<p>public.</p> <ul style="list-style-type: none"> — Other sensory demands such as taste is required for tasting of various products to ensure marketable quality. — Requires a significant degree of alertness and attentiveness for the health and safety of others when stocking shelves with product, operating a pallet jack/forklift, or when performing store surveillance. — Work is subject to busy times with increased customer traffic resulting in a lack of control over the work pace (i.e. Christmas season, summer vacations). — Exact results and precision are constantly required when stocking shelves in a safe manner, handing cash, and utilizing the point of sale (POS) system.
Complexity
<ul style="list-style-type: none"> — Tasks are generally well defined and require the use of similar knowledge and skills. — Typical challenges/problems are either obvious or have simple solutions. Typical challenges include educating staff and customers regarding products; performing inventory checks and filling customer orders. — These challenges can be addressed by following procedures and/or guidelines or consulting with corporation consultants or store managers.

RESPONSIBILITY

Accountability and Decision-Making
<ul style="list-style-type: none"> — Work is performed in a controlled environment. — Receives general supervision from the Liquor Store Manager and/or Assistant Manager. — Independently answers customer inquiries regarding products; checking identification to ensure legal age of customers. — Instruction is provided on a regular basis and work is reviewed daily.
Impact
<ul style="list-style-type: none"> — Results of work tasks and activities are felt within immediate work area, within department and organization, and on customers and the general public. — Results of work tasks and activities generally impact finances (i.e. product loss or breakage), materials, health and safety of customers and staff and the overall corporate image. The most significant impact is on health and safety in the immediate work area (i.e. improper handling of stock or stacking of shelves in the store). — Problems tend to be short-term, identified and resolved quickly, with some impact within the immediate work area and on clients (i.e. keying or scanning errors).
Development and Leadership of Others
<ul style="list-style-type: none"> — Not responsible for the supervision of staff. — Work involves providing education and training to staff regarding product knowledge and organizing and conducting beverage samplings to customers.

WORKING CONDITIONS

Environmental Working Conditions

- Required to wear safety shoes at all times, completion of a “fit-for-work” course on lifting techniques and overall safe use of machinery (i.e. pallet jacks, forklifts, etc).
- There is moderate likelihood of minor cuts, bruises, abrasions from the use of utility knives while opening inventory. There is a limited likelihood of fractures, other injuries, or partial or total disability.
- Occasionally exposed to dirt, dust, filth, or garbage in the warehouse, fumes, wet or slippery surfaces, dangerous heights, and physical dangers or threats from irate customers.