

## Optical Assistant/ Reception Job Description

<b>Job Title</b>	<b>Optical Assistant ( Customer Service)</b>
<b>Responsible to</b>	Practice Manager / Managing Partner (or in absence, Managing Director)
<b>Job purpose</b>	<p>To provide a professional, exceptional client experience, throughout the whole customer journey, delivering first class reception and customer service within the wider eyecare services provided by the practice.</p> <p>To work well within the team to manage Front of House operations and provide administrative support, as and when required.</p> <p>To work in a supporting role to the Dispensing Opticians, Optometrists, other clinical team members and the Practice Manager.</p>

### Principal Accountabilities or 'What you have to do'

#### ESSENTIAL REQUIREMENTS

- Ensure that the highest levels of customer service are always provided to all clients from greetings and assisting clients, from making that initial appointment through to responding effectively and courteously to enquiries and requests from new and existing clients, face to face, via telephone or internet.
- That every client is greeted enthusiastically and genuinely, as soon as they enter the practice, and ensure a smooth handover though the whole client journey (from Optical Assistants to Optometrists and Dispensing Opticians), using excellent communication skills.
- To respond appropriately to clients' concerns and complaints if they arise and follow practice procedures to escalate any client concerns.
- To understand and manage the practice patient management system efficiently for client registration, making appointments, maintaining client records accurately and recording of sales.
- Order management – assisting in placing eyewear and contact lens orders, ensuring accurate and timely delivery.\*
- To manage the practice diary, day to day
- To understand and manage any optical instruments and equipment as required to support client care, including preliminary testing using state of the art diagnostic vision testing equipment\*
- To understand and process all enquiries surrounding contact lenses products\*
- Supporting the professional Dispensing team, when directed, to undertake dispensing of a variety of lenses and give support in guiding clients through the frame selection process helping them choose frames and lenses that suit their style and prescription as well as all the products and services available within the business\*
- Carry out minor adjustments to spectacles as required by clients \*
- Product knowledge – stay up to date on the latest eyewear trends, lens technologies, and industry developments to provide informed recommendations to patients\*
- To adhere to practice and NHS policies on client/patient confidentiality always and understand the importance of this.

#### ***Administrative (this list is not exhaustive, and you will be required to undertake additional activities when required)***

- Ensure that the day to day and on-going jobs are done effectively, and seamlessly!
- Open and process post each day – incoming and outgoing.
- Accurate filing of record cards, any related correspondence including electronic filing of reception and administration files
- Process orders and maintain stock levels of accessories, and related products, and ensuring that stock is merchandised, displays are always stocked and well presented.
- To check emails and action and/or redirect appropriately and within timescales.
- Manage the Practice's paperwork and banking system, including cashing up at the end of the day.
- Cleanliness and organisation - Assist in the practice housekeeping including keeping the optical areas tidy, including frames, and displays, organised and visually appealing to create an inviting atmosphere, keeping equipment clean, and general cleanliness and tidiness throughout the day.
- Assist in any duties concerning stock/stationery ordering and stock takes as requested by the Owner/Manager
- To maintain good and informative relationships with all suppliers
- To adhere to practice policies in Security, Health and Safety and related policies for the safe and effective management of the clients, our team, and the business as a whole
- Maintain standards of performance when the Owner/Manager is absent.

N.B. flexibility is required to adapt to changing environment and service delivery.

## Principal Accountabilities or 'What you have to do'

### ***Administrative accountabilities (Cont'd)***

- Financial administrative support - To chase debtor clients and try to retrieve monies owed, assist in the processing of delivery notes, invoices, and returns, and process client direct debits including new clients, amendments, cancellations etc.
- To provide some administrative support to the Practice Managers / Directors, as designated.

### **PERSONAL DEVELOPMENT AND ACCOUNTABILITY**

- Actively participate in training sessions either in Practice or externally as identified in your personal development plan.
- Actively seek to improve your reception skills level and product knowledge and taking personal responsibility for your learning and development.
- Input constructively into our appraisal, reviews, and weekly meetings to maximise own training and development and contribute to sharing ideas for any improvements in reception practice.
- Maintain an up-to-date knowledge/awareness of the products and services available, including being aware of all methods of practice communication to clients.

### **DESIRABLE REQUIREMENTS**

Experience within a customer related environment such as retail, hospitality, optics, or sales industry.

**PERSON SPECIFICATION  
CUSTOMER SERVICE/OPTICAL ASSISTANT**

	Essential/Desirable	Demonstrated
<b>QUALIFICATIONS</b>		
Education /Qualifications – 4 GCSEs (including English and Maths); SVQ/NVQ Level 2 in customer service or administration QCFs, or equivalent and relevant qualification, including literacy and numeracy	Essential	Application Form / Evidence to be brought to interview
<b>EXPERIENCE</b>		
Previous experience in a customer service environment	Essential	Application Form / interview
Previous experience in retail and/or sales	Desirable	Application Form / interview
Experience as an Optical Assistant/ working within Optics	Desirable	Application Form/Interview
<b>SKILLS AND ABILITIES</b>		
Excellent communication and interpersonal skills, and can communicate clearly and articulately with a diverse range of people	Essential	Application Form / Interview / Skills Test
Customer focussed approach to work and ability to build strong rapport with clients and colleagues	Essential	Application Form/Interview / Skills Test
IT skills	Essential	Application Form/Skills Test
Good administrative and organisational skills	Essential	Application Form/Interview/Skills Test
Experience with cash handling	Essential	Application Form / Interview
Excellent Team working skills	Essential	Application Form / Interview
Ability to work well under pressure and multi-task in a dynamic environment	Essential	Application Form / Interview
Problem solving skills	Essential	Application Form / Interview/ Skills Test
Ability to use initiative	Essential	Application Form / Interview
Customer resolution skills – able to be calm and polite in challenging situations	Essential	Application Form / Interview
Ability to follow instructions	Essential	Application Form / Interview / Skills Test
Strong attention to detail and accuracy in handling all client and business information, and highly organised	Essential	Application Form / Interview / Skills Test
Adaptability and flexibility	Essential	Application Form /Interview / Skills Test
<b>PERSONAL DETAILS</b>		
Flexible approach to work	Essential	Application Form / Interview
Willingness to learn and enthusiasm	Essential	Application Form / Interview
Willingness to work additional to contracted work hours (when required and necessary)	Essential	Application Form / Interview
Passion for helping others	Essential	Interview
Smart and tidy appearance	Essential	Interview
Strong personal work ethic and takes responsibility for personal development	Essential	Interview

**PERSON SPECIFICATION  
CUSTOMER SERVICE/OPTICAL ASSISTANT**

**Notes for Optical Assistant vacancy:**

Please note that the post holder will be required to work 1 in 4 Saturdays.

The post holder will be required to cover for other team members during holidays (including Saturdays), training days, leave of absence, where necessary, and attend monthly, and ad-hoc training days, as far as possible. **The ability to be flexible is essential.**

The Practice operates a late night on Wednesdays, finishing at 7:00 p.m. The post holder will be required to work late night, with a later start, and possibly work overtime, if there are clients after the closing time. You will alternate working late night, every other week.

All staff are required to abide by the practice policies. Details will be explained during induction/ training period.