



Specialist - Waitrose Partnership Level 10

Reports to

Assistant Team Manager

As a Partner in a unique business, you will share in the responsibilities of ownership as well as its rewards. Partners in the business deliver this through the following commitments:

- **Taking responsibility for our business success**
We take responsibility to deliver the right experience for all customers and generate profits for us all to share
- **Building relationships powered by our principles**
We build relationships based on honesty, respect and encouragement. We expect these behaviours of each other and demonstrate them at all times
- **Creating real influence over our working lives**
We take opportunities to develop ourselves, balance work and life priorities and offer personal support

Job Purpose

Maximise commercial results through selling, service and sharing knowledge with Partners to ensure customers are provided with the very best shopping experience, exceeding their expectations.

As a Specialist you will demonstrate energetic service and create a vibrant atmosphere for our customers to share your love of food and drink and explore our great products.

In addition to the role of a supermarket assistant:

Customer Experience

- Use your passion for food and excellent knowledge of Waitrose Recipes to confidently inspire customers to try our products
- Excite our customers by sharing knowledge, giving advice and demonstrating expertise about our products
- Launch new products and tastings and be able to coordinate and create innovative displays and theatre for our customers
- Build meaningful relationships to understand customers' individual needs and encourage them to try new ideas and recipes.
- Engage customers with our other services (e.g. Entertaining, Cellar) as appropriate encouraging linked sales opportunities

Partner Experience

- Inspire:** Be an expert in both service and selling and a true role model in customer engagement, demonstrating a passion for food. Share your enthusiasm for food and drink with all Partners and inspire the next generation of branch Specialists.
- Coach:** By maintaining a thorough working knowledge of your area(s) of specialism you will ensure that Partners are up to date with the latest market trends and opportunities. You will ensure that tastings are well executed and Partners taking part are motivated, well informed and alive to the opportunity to sell our great products.
- Motivate:** Identify opportunities to develop Partners in all areas of the shop relative to your areas of Specialism. Bring new products to life and highlight commercial opportunities through the seasonal calendar. Motivate and give Partners the confidence to interact with customers with current product knowledge.

Commercial

- Sales Performance.** You will demonstrate a high level of commercial awareness and an ability to drive sales and profit using your technical knowledge and selling skills. Your displays and visual merchandising will be of the highest standards and you will strive to ensure full availability throughout the trading window. You will be able to capitalise on seasonality and ensure Partners aware of the opportunities to boost sales and branch profit.
- Community.** You will act as a Waitrose Brand Ambassador. You will relish the opportunity to interact with the wider community and conduct tastings in and out of the branch outside trading hours.
- Communication.** You will be a great communicator. You will be comfortable with technology and understand and utilise learning resources, Google Communities and the wider Media to keep up to date with market trends, product launches and buyer communications.

Mandatory

Desired

Specialist training programme

N/A