

Boutique Assistant Job Description

A comprehensive job description template
for Australian boutique businesses

Business Name: _____

Location: _____

Employment Type: _____

Reports To: _____

Date: _____

DISCLAIMER

This template is provided for general informational purposes only and does not constitute legal advice. It is designed to reflect Australian workplace standards and retail industry practices at the time of publication. You should review and tailor this template to suit your business, retail type, applicable modern award and specific requirements. For complex situations, independent legal or HR advice should be sought. RosterElf Pty Ltd accepts no liability for any loss arising from reliance on this document.

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1. Position Overview

1.1 Position Title

Boutique Assistant / Sales Assistant / Retail Assistant

1.2 Position Summary

A boutique assistant provides personalized customer service in intimate retail environments, building genuine relationships with customers and helping them discover unique pieces that suit their individual style. This role combines exceptional service with styling expertise, product knowledge and operational responsibility.

The position requires strong interpersonal skills, well-developed personal style and the ability to work both independently and as part of a small team. Boutique assistants are brand ambassadors who represent the boutique's unique aesthetic and create memorable shopping experiences.

1.3 Reporting Structure

This position reports to:

- Boutique Owner
- Store Manager
- Senior Boutique Assistant

1.4 Employment Type

This position may be offered as:

- Full-time permanent
- Part-time permanent
- Casual

2. Key Responsibilities

2.1 Personalized Customer Service

- Greet customers warmly and create welcoming, intimate shopping experiences
- Build genuine relationships with customers and remember their preferences
- Provide individualized attention and styling advice tailored to each customer
- Listen actively to understand customer needs, lifestyle and personal style
- Handle enquiries, requests and concerns with professionalism and care
- Create lasting impressions that encourage customers to return

2.2 Styling and Product Consultation

- Assist customers in creating unique looks and discovering pieces that suit them

- Provide honest, helpful styling advice based on body type, occasion and preference
- Demonstrate deep knowledge of products, fabrics, fits and care instructions
- Suggest complementary items and help customers build versatile wardrobes
- Stay informed about fashion trends, designers and styling techniques
- Share the stories behind products, brands and designers

2.3 Client Relationship Building

- Develop ongoing relationships with regular customers
- Remember customer preferences, sizes and past purchases
- Contact customers about new arrivals that suit their style
- Provide personalized recommendations and shopping assistance
- Build a loyal customer base through exceptional service

2.4 Visual Merchandising and Presentation

- Maintain curated, beautiful product displays that reflect boutique aesthetic
- Ensure all products are beautifully presented, steamed and organized
- Create inviting displays that showcase merchandise effectively
- Keep the boutique impeccably clean, tidy and welcoming
- Arrange window displays and in-store styling

2.5 Store Operations

- Open and close the boutique following established procedures
- Process transactions accurately using POS systems
- Handle cash, payments and banking with integrity
- Manage stock including receiving deliveries, pricing and organization
- Assist with stocktakes and inventory management
- Maintain security and follow loss prevention procedures

3. Required Skills and Attributes

3.1 Essential Skills

Relationship Building

Genuine ability to connect with customers on a personal level, build trust and create lasting relationships. Warm, approachable manner that makes customers feel valued and understood.

Personal Style and Fashion Knowledge

Well-developed personal style that aligns with boutique aesthetic. Understanding of fashion, trends, styling principles and how to create flattering, unique looks for different body types and occasions.

Communication Skills

Excellent verbal communication with ability to listen actively and understand individual needs. Comfortable providing honest, tactful styling advice. Ability to describe products and tell brand stories engagingly.

Service Orientation

Genuine desire to help customers feel confident and beautiful. Patient, attentive approach to service. Ability to anticipate needs and provide thoughtful recommendations.

Autonomy and Initiative

Comfortable working independently and making decisions. Takes ownership of boutique operations and customer experience. Proactive in identifying opportunities to enhance the business.

3.2 Personal Attributes

- Genuine passion for fashion and helping customers
- Professional presentation aligned with boutique aesthetic
- Reliability, punctuality and strong work ethic
- Attention to detail in presentation and service
- Flexibility with working hours and responsibilities
- Positive attitude and enthusiasm
- Discretion and professionalism in all interactions

4. Qualifications and Requirements

4.1 Required Qualifications

- Customer service experience in personalized service environments
- Strong personal style and genuine passion for fashion
- Availability for weekends and key shopping times
- Eligibility to work in Australia

4.2 Desirable Qualifications

- Previous boutique or independent retail experience
- Certificate II or III in Retail or Fashion
- Experience with retail POS systems
- Visual merchandising skills
- Knowledge of specific brands or designers carried by the boutique
- Social media and digital communication skills

5. Working Conditions

5.1 Hours of Work

- Retail trading hours including weekends
- Flexibility for varied hours depending on business needs
- Potential evening or appointment-based work

- Rostered shifts according to boutique requirements

5.2 Physical Requirements

- Standing and walking for extended periods in boutique environment
- Lifting and moving stock within safe limits
- Using equipment such as steamers, tagging tools and display materials
- Bending, reaching and general physical activity

5.3 Working Environment

- Often working independently or in small teams
- Intimate retail setting with personalized service expectations
- Responsibility for boutique operations including solo shifts
- Building ongoing customer relationships
- Maintaining high presentation standards at all times

6. Award Information

6.1 Modern Award Coverage

This position is typically covered by the General Retail Industry Award 2020 (MA000004). The award sets minimum pay rates, penalty rates, allowances and conditions for retail employees.

6.2 Classification Level

Boutique assistants typically fall under Level 1-3 classifications:

- Level 1: New employees in first three months or those in training
- Level 2: Employees with product knowledge who can advise customers
- Level 3: Employees with specialist knowledge or additional responsibilities

6.3 Entitlements

- Penalty rates for weekend, evening and public holiday work
- Minimum shift lengths as per the award
- Break entitlements based on shift duration
- Leave entitlements as per the National Employment Standards

7. Expected Behaviours

7.1 Customer Focus

- Prioritize personalized customer experience in every interaction
- Approach customers warmly and offer genuine assistance
- Listen actively to understand individual style and needs

- Provide honest, thoughtful styling advice
- Create memorable experiences that build customer loyalty

7.2 Professional Conduct

- Maintain professional presentation aligned with boutique aesthetic
- Be punctual and reliable for all shifts
- Follow boutique policies and procedures consistently
- Treat customers and colleagues with respect and professionalism
- Handle stock, cash and boutique assets with integrity

7.3 Boutique Representation

- Represent the boutique's unique brand and aesthetic
- Embody the boutique's values in appearance and behavior
- Share the boutique's story and vision with customers
- Contribute ideas for improving customer experience and operations
- Support the growth of the boutique through exceptional service

8. Application Process

8.1 How to Apply

Interested candidates should submit:

- Resume/CV highlighting relevant experience
- Cover letter explaining interest in boutique fashion and personal style
- Availability for work

8.2 Selection Process

- Application review
- Interview with boutique owner or manager
- Reference checks

8.3 Equal Opportunity

We are an equal opportunity employer and welcome applications from all qualified candidates regardless of age, gender, cultural background, disability or other characteristics protected by law.

Position Acknowledgement

I have read and understood this job description. I understand that my duties may be varied from time to time to meet the operational needs of the boutique.

Employee Name: _____

Employee Signature: _____

Date: ____ / ____ / ____

For Manager Use Only

Manager Name: _____

Manager Signature: _____

Date: ____ / ____ / ____