

Fashion Retail Associate Job Description

A comprehensive job description template
for Australian fashion retail 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.

Table of Contents

1. Position Overview	3
2. Key Responsibilities	3
3. Required Skills and Attributes	4
4. Qualifications and Requirements	5
5. Working Conditions	5
6. Award Information	6
7. Expected Behaviours	6
8. Application Process	7

1. Position Overview

1.1 Position Title

Fashion Retail Associate / Fashion Sales Associate / Sales Consultant

1.2 Position Summary

A fashion retail associate combines customer service excellence with styling expertise and sales ability. This role involves assisting customers with clothing and accessory purchases, providing knowledgeable product advice and fashion recommendations, maintaining visual merchandising standards and contributing to store sales targets.

The position requires genuine interest in fashion and trends, strong interpersonal skills and the ability to build rapport with diverse customers. Fashion retail associates are brand ambassadors who represent the store's image through their personal presentation and customer interactions.

1.3 Reporting Structure

This position reports to:

- Store Manager
- Assistant Manager
- Shift Supervisor / Team Leader

1.4 Employment Type

This position may be offered as:

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

2. Key Responsibilities

2.1 Customer Service

- Greet customers warmly and offer assistance in a friendly, approachable manner
- Build rapport with customers to understand their style preferences and needs
- Provide knowledgeable advice on products including sizing, fit, fabric and care
- Assist customers in fitting rooms with sizing and alternative suggestions
- Handle customer enquiries, complaints and returns professionally
- Create a positive shopping experience that encourages customer loyalty

2.2 Styling and Sales

- Provide styling advice tailored to customer needs and occasions

- Suggest complementary items to create complete outfits
- Stay informed about current fashion trends and seasonal collections
- Demonstrate product features and benefits effectively
- Work towards individual and store sales targets
- Process transactions accurately using POS systems

2.3 Visual Merchandising

- Maintain store presentation and visual merchandising standards
- Ensure products are correctly sized, hung and displayed
- Arrange displays attractively to showcase merchandise
- Assist with window and in-store display changes
- Keep the sales floor neat, organised and well-stocked

2.4 Stock Management

- Replenish stock on the sales floor throughout the day
- Process deliveries and unpack merchandise
- Assist with stock counts and inventory management
- Maintain organised back-of-house and stockroom areas
- Report stock discrepancies or issues to management

2.5 Store Operations

- Support store opening and closing procedures
- Maintain cleanliness and tidiness throughout the store
- Manage fitting rooms including garment counts and tidying
- Follow security and loss prevention procedures
- Assist with other operational tasks as required

3. Required Skills and Attributes

3.1 Essential Skills

Fashion Awareness

Genuine interest in fashion, trends and personal styling. Ability to understand different style preferences and make appropriate recommendations. Awareness of current fashion, colours and seasonal trends.

Customer Service

Friendly, approachable manner with ability to build rapport with customers. Strong listening skills to understand customer needs. Patience and professionalism when handling enquiries or complaints.

Sales Ability

Comfortable with active selling and suggesting add-on items. Ability to work towards targets without being pushy. Understanding of how to close sales and maximise opportunities.

Communication Skills

Clear verbal communication with customers and colleagues. Ability to describe products, explain features

and provide styling advice effectively. Active listening to understand customer preferences.

Presentation Skills

Personal grooming and style aligned with brand image. Pride in maintaining store presentation and visual standards. Attention to detail in merchandise display and organisation.

3.2 Personal Attributes

- Genuine enthusiasm for fashion and retail
- Professional presentation and positive attitude
- Reliability and punctuality
- Energy and ability to work on feet for extended periods
- Flexibility to work varied hours including weekends
- Team-oriented mindset with ability to work independently
- Willingness to learn and take on feedback

4. Qualifications and Requirements

4.1 Required Qualifications

- Customer service experience in retail, hospitality or similar
- Genuine interest in fashion and personal styling
- Availability for weekends, evenings and peak trading periods
- Eligibility to work in Australia

4.2 Desirable Qualifications

- Previous fashion retail experience
- Certificate II or III in Retail or Fashion
- Experience with retail POS systems
- Visual merchandising experience or interest
- Knowledge of specific product categories (e.g., denim, formal wear)

5. Working Conditions

5.1 Hours of Work

- Retail trading hours including weekdays, evenings and weekends
- Public holiday work as required
- Extended hours during sales events and peak seasons
- Rostered shifts according to business needs

5.2 Physical Requirements

- Standing and walking for extended periods

- Lifting and moving stock within safe limits
- Using equipment such as steamers, tagging guns and ladders
- Bending, reaching and general physical activity

5.3 Presentation Standards

- Personal presentation aligned with brand image
- Grooming and hygiene standards as per company policy
- Wearing current season stock as required
- Representing the brand positively 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

Fashion retail associates 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

- Prioritise customer experience in all interactions
- Approach customers proactively and offer assistance
- Listen to customer needs and provide relevant recommendations
- Handle complaints with professionalism and empathy
- Create memorable experiences that encourage return visits

7.2 Professional Conduct

- Maintain professional presentation and behaviour at all times

- Be punctual and reliable for rostered shifts
- Follow company policies and procedures
- Treat colleagues and customers with respect
- Handle stock and cash with integrity

7.3 Teamwork

- Work cooperatively with colleagues to achieve store goals
- Share knowledge and support new team members
- Communicate effectively with team members and management
- Contribute to a positive and supportive team environment

8. Application Process

8.1 How to Apply

Interested candidates should submit:

- Resume/CV highlighting relevant experience
- Brief cover letter expressing interest in fashion retail
- Availability for work

8.2 Selection Process

- Application review
- Interview with management
- 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 business.

Employee Name: _____

Employee Signature: _____

Date: ____ / ____ / ____

For Manager Use Only

Manager Name: _____

Manager Signature: _____

Date: _____ / _____ / _____