

Gift Shop Attendant Job Description

A comprehensive job description template
for Australian gift shops and tourist retail venues

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, venue 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

Gift Shop Attendant / Gift Shop Assistant / Gift Shop Sales Associate

1.2 Position Summary

A gift shop attendant combines customer service excellence with product knowledge and gift presentation skills. This role involves assisting customers with gift purchases for various occasions, providing knowledgeable product recommendations, offering professional gift wrapping services and managing diverse merchandise ranges from souvenirs to specialty items.

The position requires genuine interest in helping customers find perfect gifts, strong attention to detail and the ability to work with diverse customers including international tourists. Gift shop attendants create positive shopping experiences that reflect well on the venue and encourage customer satisfaction.

1.3 Reporting Structure

This position reports to:

- Shop 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
- Assist customers in selecting appropriate gifts for various occasions and recipients
- Provide knowledgeable advice on products including origins, materials and care
- Answer customer enquiries about merchandise and venue-specific items
- Handle complaints, returns and exchanges professionally and courteously
- Create positive shopping experiences for diverse customers including tourists

2.2 Gift Recommendations and Sales

- Recommend gifts based on occasion, recipient, budget and customer preferences

- Suggest complementary items and gift combinations
- Stay informed about product ranges including new arrivals and seasonal items
- Demonstrate product features and explain unique selling points
- Work towards sales targets while providing genuine customer service
- Process transactions accurately using POS systems including international payments

2.3 Gift Wrapping and Presentation

- Provide professional gift wrapping services for various gift types
- Handle fragile items carefully during wrapping and packaging
- Create attractive gift presentations using appropriate materials
- Maintain organised wrapping station with adequate supplies
- Offer complimentary or paid gift wrapping services as per policy

2.4 Merchandise Management

- Maintain appealing product displays throughout the shop
- Replenish stock on shelves and ensure products are properly priced
- Assist with receiving and unpacking deliveries
- Participate in stocktakes and inventory management
- Report low stock levels and damaged merchandise to management
- Maintain knowledge of diverse product categories from souvenirs to homewares

2.5 Shop Operations

- Support opening and closing procedures
- Maintain cleanliness and tidiness throughout the shop
- Follow cash handling and security procedures
- Assist with visual merchandising and seasonal display changes
- Complete administrative tasks including sales reports as required

3. Required Skills and Attributes

3.1 Essential Skills

Gift Knowledge and Recommendation

Understanding of gift-giving occasions and appropriate gift selection. Ability to recommend products for various recipients, occasions and budgets. Awareness of current gift trends and popular items.

Customer Service Excellence

Friendly, patient manner with diverse customers including tourists. Strong listening skills to understand gift requirements. Ability to provide helpful advice without being pushy.

Gift Wrapping and Presentation

Practical gift wrapping skills or ability to learn quickly. Care and attention to detail in presentation. Ability to handle fragile items safely and create professional-looking gifts.

Communication Skills

Clear verbal communication with customers from diverse backgrounds. Patience with non-English speakers and ability to communicate simply. Friendly, welcoming demeanour.

Product Versatility

Ability to learn about diverse product types including souvenirs, homewares, cards, toys and specialty items. Interest in product origins, materials and stories. Capacity to retain product information.

3.2 Personal Attributes

- Genuine interest in helping customers find perfect gifts
- Professional presentation and positive attitude
- Reliability and punctuality
- Attention to detail in wrapping, display and cash handling
- Flexibility to work varied hours including weekends and holidays
- Team-oriented mindset with ability to work independently
- Patience and cultural sensitivity with diverse customers

4. Qualifications and Requirements

4.1 Required Qualifications

- Customer service experience in retail, hospitality or tourism
- Strong communication skills and friendly manner
- Availability for weekends, public holidays and peak periods
- Basic numeracy for cash handling and transactions
- Eligibility to work in Australia

4.2 Desirable Qualifications

- Previous gift shop or specialty retail experience
- Gift wrapping experience or training
- Certificate II or III in Retail
- Experience with POS systems and electronic payments
- Knowledge of local area or venue (for tourist locations)
- Additional language skills (for international tourist locations)

5. Working Conditions

5.1 Hours of Work

- Venue opening hours including weekdays and weekends
- Public holiday work as required

- Extended hours during peak tourist seasons and special events
- Rostered shifts according to business needs and visitor traffic

5.2 Physical Requirements

- Standing for extended periods throughout shifts
- Lifting and moving stock within safe limits
- Manual dexterity for gift wrapping and delicate handling
- Bending, reaching and general physical activity

5.3 Work Environment

- Working in gift shop, museum shop, gallery store or tourist venue
- Interaction with diverse customers including international tourists
- Handling varied merchandise types including fragile items
- Busy periods during tourist seasons and holiday periods
- Professional presentation aligned with venue standards

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

Gift shop attendants 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 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 satisfaction in all interactions
- Approach customers proactively and offer assistance

- Listen carefully to gift requirements and preferences
- Handle complaints with professionalism and empathy
- Create memorable shopping experiences for visitors

7.2 Professional Conduct

- Maintain professional presentation and behaviour at all times
- Be punctual and reliable for rostered shifts
- Follow venue policies and procedures
- Treat colleagues and customers with respect and courtesy
- Handle merchandise, gifts and cash with integrity

7.3 Teamwork

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

7.4 Cultural Sensitivity

- Show respect and patience with customers from diverse backgrounds
- Communicate clearly with non-English speaking customers
- Be aware of cultural differences in gift-giving customs
- Represent the venue positively to all visitors

8. Application Process

8.1 How to Apply

Interested candidates should submit:

- Resume/CV highlighting relevant customer service experience
- Brief cover letter expressing interest in gift retail
- Availability for work including weekends and holidays

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: ____ / ____ / ____