

Retail Sales Assistant Job Description

A comprehensive job description template
for Australian 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.

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1. Position Overview

1.1 Position Title

Retail Sales Assistant / Shop Assistant / Sales Associate

1.2 Position Summary

A retail sales assistant is a customer-facing role responsible for providing excellent service, assisting with sales and maintaining store presentation. The role is fundamental to retail operations and often serves as an entry point to careers in retail management.

The position requires strong customer service skills, product knowledge, cash handling abilities and a commitment to maintaining high standards of store presentation and customer satisfaction.

1.3 Reporting Structure

This position reports to:

- Store Manager / Retail Manager
- Assistant Manager / Department Manager (if applicable)
- Shift Supervisor (during service)

1.4 Employment Type

This position is available as:

- Casual (variable hours based on business needs)
- Part-time (regular rostered hours)
- Full-time (38 hours per week)

2. Key Responsibilities

2.1 Customer Service

- Greet customers warmly and provide a welcoming shopping experience
- Assist customers with product enquiries and provide accurate information
- Make product recommendations based on customer needs and preferences
- Ensure customers receive prompt, courteous and professional service
- Handle customer complaints and resolve issues professionally
- Build rapport with regular customers and create positive shopping experiences

2.2 Sales Assistance

- Help customers locate products within the store
- Explain product features, benefits and specifications
- Suggest complementary products and upsell where appropriate

- Promote current sales, special offers and loyalty programs
- Achieve individual and team sales targets
- Process customer orders and arrange for delivery or pickup

2.3 Cash Handling

- Operate point-of-sale (POS) systems and electronic payment terminals
- Process cash, credit card and EFTPOS transactions accurately
- Handle refunds, exchanges and returns according to store policy
- Balance cash register at end of shift
- Issue receipts and process loyalty program transactions
- Follow cash handling procedures and security protocols

2.4 Stock Management

- Replenish shelves and maintain adequate stock levels on the sales floor
- Assist with receiving and unpacking deliveries
- Participate in stock takes and inventory counts
- Rotate stock following FIFO principles
- Report low stock levels and product issues to management
- Price and tag merchandise correctly
- Move stock between storage and sales floor areas

2.5 Store Presentation

- Maintain visual merchandising standards and product displays
- Keep shelves, displays and store areas clean and tidy
- Ensure price tickets and promotional signage are accurate and visible
- Arrange products according to planograms and merchandising guidelines
- Remove damaged or expired products from displays
- Maintain high standards of store cleanliness and presentation

2.6 Loss Prevention

- Follow security procedures and maintain vigilance on the sales floor
- Be aware of suspicious activity and report concerns to management
- Attach and remove security tags correctly
- Check merchandise for security tags at point of sale
- Follow procedures for handling suspected theft
- Protect store assets and minimize stock loss

3. Required Skills and Attributes

3.1 Essential Skills

Communication

Clear verbal communication with customers and team members. Active listening to understand customer needs. Ability to explain product information clearly and answer questions effectively.

Customer Focus

Genuine interest in helping customers and providing excellent service. Patience with diverse shoppers and ability to remain friendly and positive throughout the day.

Energy and Enthusiasm

Positive attitude on the shop floor that creates a welcoming atmosphere. Ability to stay motivated and engaged during quiet and busy periods.

Product Knowledge

Ability to learn about products quickly and retain information. Make informed recommendations to customers based on product features and customer needs.

3.2 Personal Attributes

- Professional appearance and personal presentation
- Friendly, approachable and helpful demeanour
- Reliability and punctuality
- Flexibility to work varied shifts including weekends and public holidays
- Physical fitness to stand for extended periods
- Collaborative team player
- Attention to detail in cash handling and stock management
- Honesty and integrity in handling cash and merchandise
- Basic numeracy skills for processing transactions

4. Qualifications and Requirements

4.1 Mandatory Requirements

- Working rights - Eligibility to work in Australia (citizenship, permanent residency or valid work visa)
- Ability to work a flexible roster including weekends and public holidays
- Basic literacy and numeracy skills

4.2 Desirable Qualifications

- Customer service experience in retail or hospitality
- Previous cash handling experience
- Certificate III in Retail or equivalent qualification

- First aid certificate
- Product knowledge relevant to the retail sector

4.3 Experience

Previous retail or customer service experience is preferred but not essential for entry-level positions. Training will be provided to suitable candidates who demonstrate the right attitude, enthusiasm and commitment to customer service. Experienced retail assistants should be able to demonstrate proficiency in customer service, cash handling and product knowledge.

5. Working Conditions

5.1 Hours of Work

- Variable shifts based on store trading hours
- Regular work on weekends and public holidays
- Shift lengths typically range from 3 to 8 hours
- Peak periods during sales events and holiday seasons
- Roster provided in advance as per award requirements

5.2 Physical Requirements

- Standing and walking for extended periods throughout shifts
- Lifting and carrying stock items (up to 10-15kg)
- Repetitive movements including reaching, bending and stretching
- Working in a fast-paced environment during busy periods
- Manual dexterity for operating POS systems and handling products

5.3 Work Environment

- Indoor retail environment (typically climate controlled)
- May include outdoor areas for some retail formats
- Close interaction with customers and team members
- May work in various departments or areas of the store
- Compliance with uniform and grooming standards
- Variable hours based on store trading patterns

5.4 Uniform and Presentation

- Uniform or dress code as specified by the store (may be provided)
- Neat, professional appearance required at all times
- Name badge to be worn during shifts
- Closed-toe, comfortable footwear suitable for standing
- Minimal jewellery and conservative personal grooming

- Hair tied back if required for safety or presentation

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 employees in retail businesses throughout Australia.

6.2 Classification Level

Retail sales assistants are generally classified under the following levels:

- Level 1: Entry-level retail employee undertaking basic sales and service duties
- Level 2: Retail employee with experience performing sales duties with minimal supervision
- Level 3: Retail employee with trade qualifications or specialised product knowledge

The specific classification level will be determined based on the duties performed, experience and qualifications of the successful candidate.

6.3 Penalty Rates and Allowances

Employees are entitled to penalty rates for work performed:

- Saturday: Higher rates apply (varies by employment type)
- Sunday: Premium rate applies
- Public holidays: Premium rate applies
- Evening work: May attract allowances depending on finish time

Casual employees receive a 25% casual loading instead of paid leave entitlements. Refer to the General Retail Industry Award 2020 for current rates and conditions.

7. Expected Behaviours

7.1 Professional Conduct

- Treat all customers, colleagues and managers with respect and courtesy
- Maintain confidentiality regarding business and customer information
- Follow all store policies and procedures
- Represent the store and brand positively at all times
- Arrive on time for scheduled shifts, ready to work
- Notify management of absence or lateness as soon as possible

7.2 Service Standards

- Provide friendly, efficient and professional service to all customers

- Maintain high standards of customer care and satisfaction
- Anticipate customer needs and respond promptly
- Handle complaints calmly and seek positive resolution
- Maintain current product knowledge
- Suggest products and promote sales appropriately

7.3 Quality and Accuracy

- Process transactions accurately and efficiently
- Handle cash and payments with care and accuracy
- Ensure pricing and ticketing is correct
- Maintain store presentation standards throughout shift
- Report errors or discrepancies promptly

7.4 Teamwork Expectations

- Support colleagues during busy periods
- Communicate clearly with team members
- Share workload fairly across the team
- Participate positively in team meetings and briefings
- Accept feedback constructively and apply improvements
- Assist with training new team members

8. Application Process

8.1 How to Apply

Interested candidates should submit:

- Current resume/CV
- Brief cover letter outlining relevant experience and availability
- Copies of relevant certificates (retail qualifications, first aid, etc.)
- Contact details for two referees

8.2 Selection Process

Shortlisted candidates will be invited to:

- Initial phone or video interview
- In-person interview at the store
- Practical assessment or paid trial shift to assess customer service skills
- 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: ____ / ____ / ____