

Shoe Store Assistant Job Description

A comprehensive job description template
for Australian footwear 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, footwear specialization, 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

Shoe Store Assistant / Footwear Sales Assistant / Shoe Consultant

1.2 Position Summary

A shoe store assistant combines customer service excellence with specialized fitting expertise and product knowledge. This role involves helping customers find footwear that fits properly and suits their needs, measuring feet accurately, providing advice on shoe styles and comfort, managing boxed stock inventory and contributing to store sales targets.

The position requires patience during fitting consultations, understanding of sizing systems and comfort principles, physical capability for stock handling and genuine interest in helping customers find appropriate footwear. Shoe store assistants need to be comfortable with considerable physical activity including crouching, bending and lifting stock throughout their shifts.

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 Fitting Service

- Measure feet accurately using measuring devices and sizing systems
- Assess fit, comfort and appropriateness of footwear for customer needs
- Recognize different foot types, widths and special requirements
- Provide advice on sizing across different brands and styles
- Help customers understand how shoes should fit correctly
- Make recommendations based on intended use (sport, work, formal, casual)

2.2 Product Knowledge and Sales

- Understand shoe construction, materials and quality indicators
- Advise on footwear for different purposes (sports, orthotic, formal, casual)
- Explain product features including support, cushioning and durability
- Recommend appropriate shoe care products and accessories
- Suggest complementary items such as insoles, socks or laces
- Work towards individual and store sales targets
- Process transactions accurately using POS systems

2.3 Stock Management

- Retrieve shoes from back-of-house storage efficiently
- Maintain organized stockroom with correct sizing and pairing
- Replenish floor displays throughout the day
- Process deliveries and unpack boxed footwear
- Assist with stock counts and inventory management
- Report stock discrepancies or damaged items to management
- Ensure all shoes are correctly paired and boxes labeled

2.4 Store Presentation

- Maintain attractive floor displays showcasing footwear ranges
- Ensure display shoes are clean and well-presented
- Keep fitting areas neat and organized
- Return tried-on shoes to correct locations promptly
- Maintain overall store cleanliness and tidiness

2.5 Store Operations

- Support store opening and closing procedures
- Follow security and loss prevention procedures
- Handle cash and card transactions accurately
- Manage customer enquiries, returns and exchanges professionally
- Assist with other operational tasks as required

3. Required Skills and Attributes

3.1 Essential Skills

Fitting Expertise

Ability to measure feet accurately and assess appropriate fit. Understanding of how shoes should fit for comfort and support. Recognition of when customers may need specialist fitting or orthotic advice. Patience during fitting consultations and trying multiple sizes or styles.

Product Knowledge

Understanding of shoe construction, materials and quality. Knowledge of sizing variations across brands.

Awareness of different footwear needs for sports, work, formal occasions and casual wear. Ability to explain product features and benefits clearly.

Physical Capability

Comfortable with crouching, kneeling and bending while fitting shoes. Ability to lift and carry boxed stock safely. Confidence climbing ladders to retrieve stock. Stamina for physical activity throughout shifts including frequent trips to stockrooms.

Customer Service

Patient, helpful manner especially during potentially lengthy fitting processes. Good listening skills to understand customer needs. Professional handling of difficult fit situations. Empathy for customers with foot issues or special requirements.

Attention to Detail

Careful with sizing and ensuring correct fit. Thorough checking that shoes are correctly paired. Accurate recording of sizes and styles for stock management. Noting special customer requirements or feedback for follow-up.

3.2 Personal Attributes

- Genuine interest in helping customers find appropriate footwear
- Patient and unhurried during fitting consultations
- Physical fitness and capability for active work
- Reliability and punctuality
- Flexibility to work varied hours including weekends
- Team-oriented with ability to work independently
- Willingness to learn about new footwear ranges and technologies

4. Qualifications and Requirements

4.1 Required Qualifications

- Customer service experience in retail, hospitality or similar
- Physical fitness for stock handling and active work
- Availability for weekends, evenings and peak trading periods
- Eligibility to work in Australia

4.2 Desirable Qualifications

- Previous footwear retail experience
- Certificate II or III in Retail
- Experience with retail POS systems
- Knowledge of sports footwear, orthotic footwear or specialist categories
- Understanding of foot anatomy or biomechanics

5. Working Conditions

5.1 Hours of Work

- Retail trading hours including weekdays, evenings and weekends
- Public holiday work as required
- Extended hours during peak seasons (back-to-school, Christmas)
- Rostered shifts according to business needs

5.2 Physical Requirements

- Considerable crouching, kneeling and bending while fitting shoes
- Lifting and carrying boxed stock (typically up to 15kg)
- Climbing ladders to retrieve stock from high shelves
- Standing and walking for extended periods
- Frequent trips between sales floor and stockroom
- General physical activity throughout shifts

5.3 Work Environment

- Working in customer-facing retail environment
- Managing multiple customers during busy periods
- Maintaining professional service during lengthy fitting consultations
- Working as part of a retail team
- Adhering to store presentation 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

Shoe store 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 measure and fit shoes
- Level 3: Employees with specialist fitting skills 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 comfort and appropriate fit over sales pressure
- Take time to understand customer needs and foot concerns
- Provide honest advice about fit and suitability
- Handle fitting challenges with patience and professionalism
- Create positive experiences that encourage customer loyalty

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
- Work safely and follow manual handling procedures

7.3 Teamwork

- Work cooperatively with colleagues to achieve store goals
- Share product knowledge and fitting techniques with team
- Support colleagues during busy periods
- Communicate effectively about stock needs and customer feedback
- Contribute to a positive and supportive team environment

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 footwear retail
- Availability for work including weekends and peak periods

8.2 Selection Process

- Application review
- Interview with management (may include practical fitting demonstration)

- 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: ____ / ____ / ____