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| **Position**  **Description**  Template |  | **Optical Assistant** |
| [Insert practice Name] |

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| Employee | |  |
| Commencement Date | |  |
| Reports To | |  |
| Key Relationships | | Practice Manager / Wider team / Patients |
| Qualifications | |  |
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| Position Purpose | The primary goal of this role is to provide customers with outstanding experiences at every touch point & interaction within the practice. Patients are to be warmly welcomed upon arrival and provided with personalised and attentive service for the duration of their visit.  Your knowledge facilitates the efficient and effective handling of patient queries in the first instance, extends to supporting the selection of frames and lenses and includes advising patients on how to use and care for their frames, lenses and contact lenses.  This position manages patient appointments, answers the telephone, handles incoming and outgoing correspondence, maintains patient records, and assists with vision tests where required. | |
| Measures | Sales growth % on last year | |
| Multiple pair % rate | |
| Own frame usage % | |
| Average selling price (frame + lens) | |
| Consultation conversion % | |
| Appointment book utilisation | |
| Customer Feedback | |
| Skills & Attributes | Exercises problem solving skills and demonstrates the ability to recommend and dispense optical products to meet & exceed patient’s expectations | |
| Demonstrates behaviour and commitment to the practice's core values | |
| Delivers excellence in patient care and service | |
| Ability to positively deal with difficult or challenging situations & provide resolutions | |
| Working knowledge of practice management system (SUNIX or Optomate) | |

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| Key Accountabilities | Attend to customers’ needs and exceed expectations |
| Ensure efficient flow of patient journey through their entire optical experience from initial contact to providing services & products, on-going advice, and care |
| Provide excellence in customer service by actively listening & supporting patients to find the right solution for their eyecare & eyewear needs |
| Support the Optometrists recommendations by actively promoting & selling appropriate products |
| Share your knowledge of products and explain offers and promotions to patients |
| Demonstrate understanding of customer & product warranties and process warranties/returns effectively |
| Resolve customer queries and issues with an empathetic manner to encourage return patronage |
| Carry out pre-screening tests such as retinal imaging and pressure and visual fields testing |
| Effectively and efficiently carry out spectacle repairs and adjustments |
| Promote fun and harmony within the practice team |
| **Deliver great results** |
| Know and understand the measures and sales performance expectations of the practice |
| Ensure prompt, timely and professional delivery of goods to customers |
| Demonstrate effective use & understanding of practice policies and procedures |
| Manage the appointment process to ensure time is allocated effectively & productively, whilst positively managing patient expectations |
| Ensure all products given to patients are of high-quality standards & the patient understands correct care & use |
| Maintain privacy and confidentiality of patient and practice information |
| Complete all tasks in an effective and timely manner |
| Promote all practice marketing initiatives |
| **Contribute to new ideas and challenge how things are done** |
| Use your creativity and knowledge to showcase frame styles that will best suit patient needs |
| Gain knowledge & understanding of brands and products, & continually seek new & improve ways to provide advice & inspire patients to select products to satisfy their prescription, appearance & comfort requirements |
| Attend and support practice training sessions and team meetings |
| Demonstrate behaviours linked to practice core values |

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| Key Accountabilities continued... | Be proactive |
| Build & maintain a thorough knowledge of optical products |
| Stay up to date with both practice and supplier promotions, new products, fashion trends & competitor activity to ensure marketing leading experience to customers |
| Understand health fund rebates and claiming methods including HICAPS |
| Contribute ideas and solutions to inefficiencies and problems as they arise |

***I accept these as my duties and responsibilities:***

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| Signed by Employee | [sign here] |
| [Name of the Employee] |

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| Signed by Employer | [sign here] |
| [Name of Employer] |

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