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| **POSITION**  **DESCRIPTION**  Template |  | **Optical Dispenser** |
| [Insert practice Name] |

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| **Employee** |  |
| **Commencement Date** |  |
| **Reports To** |  |
| **Key Relationships** | Principal / Owner Optometrist, Employee Optometrists, Practice Support Team, Customers/Patients, Supplier Partners |
| **Qualifications** | Cert IV in Optical Dispensing or 2 years optical background |

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| Position Purpose | To provide exemplary personalised customer service that encourages patient recommendations and loyalty to the practice through repeat business.  This will be achieved through your skilled application of optical dispensing knowledge and experience supporting each patients’ frame and lens selection allowing their prescription to be accurately filled.  You will advise patients on the most appropriate solution/s for their individual visual and lifestyle needs. You can comfortably advise patients about lenses for night driving, UV protection, computer use, prescription sunglasses, low-vision aids, dry eye, sports, and safety eyewear as appropriate.  You can design, measure, fit, and adapt lenses and frames for patients according to written optical prescription or specification and assist with inserting, removing, and caring for contact lenses if appropriate.  You are proficient at measuring the patient for size of glasses and coordinate frames with facial and eye measurements and the optical prescription.  You will prepare the work order for our optical laboratory containing instructions for grinding and mounting lenses in frames and then verify exactness of the finished lens spectacles.  And then you will deliver a fabulous, finished product to our clients by adjusting the frame to maximise comfort and optics. |
| Measures | Sales growth % on last year |
| Multiple pair % rate |
| Own frame usage % |
| Average selling price (frame + lens) |
| Consultation conversion % |
| Errors / re-makes % to sales |
| 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 & workplace culture |
| Delivers excellence in patient care and service |
| Ability to manage difficult and challenging situations positively and proactively without causing harm to the practice’s reputation, or to patient or team member satisfaction |
| Solutions focused attitude to challenges faced in the working environment or patients’ complaints |
| Working knowledge of practice management system (SUNIX or Optomate) |
| 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 |
| Provide support to contact lens wearers to ensure comfortable and confident with their decision and ongoing management of contact lenses, including handling, insertion, removal, and cleaning |
| General administration and reception support including daily retail administration tasks, i.e., answering phones, making patients appointments, processing transactions, cash management, store maintenance & stock control |
| Promote fun and harmony within the practice team |
| **Deliver great results** |
| Know and understand the measures and sales performance expectations of the practice |
| Order & monitor products, including contact lenses, frames & lenses to ensure availability of the right products at the right time within budgeted parameters |
| 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 |
| Contribute positively practice team culture by listening and communicating openly with others |

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| Key Accountabilities continued… | 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 |
| Implement, execute, and promote all practice marketing initiatives |
| Ability to install window displays and any internal promotional displays to practice presentation standards |
| Identify local area marketing (LAM) opportunities to grow practice sales and discuss with Manager |
| Excellent personal presentation standards, including wearing name badge and uniform (where applicable) |
| Ensure the practice and product ranges are clean & tidy and presented to a high standard |
| Report and discuss any maintenance items with Manager |
| **Be proactive** |
| Use your creativity and knowledge to showcase frame styles that will best suit patient needs |
| Provide assistance & information to the Manager to ensure practice policy & procedures are up to date & functional |
| Gain knowledge & understanding of brands and products, and continually seek new & improved ways to provide advice & inspire patients to select products to satisfy their prescription, appearance & comfort requirements |
| Be able to effectively communicate all options, discussing the quality, features & benefits of different products and offer other related products to meet patient’s wider needs |
| Stay up to date with both practice and supplier promotions, new products, fashion |
| Understand Health Fund rebates and claiming methods, including HICAPS |
| Drive own learning, use own skills and knowledge to encourage & develop other team members to grow their skills |
| Attend and participate in external and internal training, including practice training sessions and team meetings |
| 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] |
| Signed by Employer | **[sign here]** |
| [Name of the Employer] |

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