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| **POSITION**  **DESCRIPTION**  Template |  | **Practice Manager/Team Leader** |
| [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 lead and manage day to day operations of the practice to achieve practice goals/targets and maximise profitable sales, through the development of individual team members, and productive implementation of Marketing, HR and Operational strategies. |
| Measures | Sales growth % on last year |
| Multiple pair % rate |
| Demonstrate improvement in the core competencies of team members |
| Average transaction value (frame + lens) |
| Consultation conversion % |
| Management of controllable expenses |
| Customer Service Feedback program average % |
| Skills & Attributes | Demonstrate behaviour linked to the company's core values |
| Ability to execute strategic business initiatives |
| Financial/expense management skills |
| Commitment to excellence in customer service |
| Local area marketing skills |
| Leadership and people management skills |
| Be empathetic |
| Self-motivated and results driven |
| Key Accountabilities | **Leadership** |
| Maximise team performance by leading team in a manner which inspires high performance & delivers successful business outcomes |
| Coach & mentor team members |
| Address performance shortfalls in a timely manner, agree on solutions/plan and encourage team member ownership for improving performance |
| Develop effective relationships with team, peers in optical industry and suppliers |
| Manage practice support team, including rostering, employee review process, incentives/recognition, leave applications and ensuring compliance with the National Retail Award |
| Oversee and optimise the efficiency of all dispensing & administration processes whether carried out by practice team member or external contractors |
| Trouble-shoot any operational issues to ensure the right support and solution are found |
| Discuss any ongoing operational problems that require capital outlay to Manager |
| **Customer Service** |
| Lead by example through actively demonstrating your commitment to excellence in customer service to exceed patient expectations |
| Ensure excellence in customer service standards are delivered consistently to company standards and that all patients have a positive experience, and expectations are exceeded |
| Assist the Optometrist to give patients the best options to suit their needs |
| Share your knowledge of products and explain offers and promotions to patients |
| Actively sell & promote products to customers by recommending lenses, coatings and frames to suit patient requirements |
| Demonstrate understanding of customer and product warranties and be able to process warranties/returns effectively |
| Key Accountabilities continued… | Resolve customer queries and issues with an empathetic manner to encourage return patronage |
| Ensure all products given to patients are of high-quality standards and that the patient understands correct care & use |
| Be able to effectively communicate all options to patients, discussing the quality, features & benefits of different products and also offering other related products to meet patient’s wider needs. |
| Stay up to date with both practice and supplier promotions, new products, fashion trends and competitor activity to ensure market leading experience to customers |
| **Deliver Great Results** |
| Drive sales performance of practice to exceed budget and identify opportunities for further potential growth in future and communicate with Manager |
| Order & monitor products, including contact lenses, frames & lenses of quality, accuracy & on time, ensuring prompt, timely and professional delivery to patients |
| Manage the appointment process to ensure time is allocated effectively & productively, whilst positively managing patient expectations |
| Coordinate the practice recall system (may be in conjunction with external contractor) |
| Coordinate the practice customer feedback system (may be in conjunction with external contractor) |
| Ensure equipment maintenance occurs according to schedule |
| Ensure practice policies are clearly communicated & followed, including OHS, security, cash handling |
| Ensure ‘Retail Award’ is visible and accessible to all employees |
| Provide information through Manager to ensure practice policy & procedures are up to date & functional |
|  | **Culture and Values** |
|  | Ensure practice culture and values are understood and demonstrated at all levels within the business |
|  | Lead by example at all times & drive positive practice culture |
|  | Demonstrate a commitment to learning new skills and finding new, innovation or more effective ways to do things |
|  | Foster a culture of entire team being responsible for own learning and actively seeking opportunities to do so |
|  | Ability to positively deal with change and lead others to do same |
|  | Contribute ideas and solutions to inefficiencies and problems as they arise |
|  | Demonstrate behaviours linked to practice core values |
|  | Ensure practice culture and values are understood and demonstrated at all levels within the business |
|  | Lead by example at all times & drive positive practice culture |
|  | Local area marketing and brand management |
|  | Follow practice procedure guidelines to ensure all aspects of the recruitment process meet |
|  | Ensure all new recruits demonstrate appropriate behaviours and are the right cultural fit for the practice |
|  | Seek out and participate in ongoing personal development opportunities |
|  | Ensure all new recruits complete induction process in a timely manner |
|  | Provide regular feedback which enables team members to develop their skills and competencies to maximise their performance and potential for current and future roles in the practice |
|  | Hold regular discussions with team to discuss progress toward goals and review performance |
|  | Follow practice procedure guidelines to ensure all aspects of the recruitment process meet |
|  | Ensure all new recruits demonstrate appropriate behaviours and are the right cultural fit for the practice |
|  | Merchandise and Product Management |
|  | Oversee stock management including stock performance and management procedures to maximise sales potential |
|  | Gain knowledge and understanding of suppliers, brands, products, fashion trends and competitor activity |
|  | Through product, continually seek new and improved ways to provide advice and inspire patients to select products to satisfy their prescription, appearance and comfort requirements |
|  | Financial Management |
|  | Manage all controllable expenses within budget |
|  | Understand health fund rebates and claiming methods, including HICAPS |
|  | Ensure all wages are processed accurately and on time |
|  | Ensure all supplier payments are processed accurately and on time |
|  | Prepare monthly IAS and superannuation for payment |
|  | Maintain financial records for the practice and undertake bank account reconciliation |
|  | Track financial performance of the practice by week, by month and financial year |
|  | Know, understand & drive continuous improvement of key performance indicators (KPI'S) and sales performance |
|  | Debtor management, ensuring nothing over 60 days |
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***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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