

# Hello.

Lovely to (virtually) meet you.

You probably have a few questions... not only about OCULA but also what a trainee dispensing optician is

**OCULA** is an award winning optometry practice which offers a boutique retail shopping experience to their customers.

We are a retail store selling the most beautiful glasses and sunglasses, but we are also professionals, with our optometrists being amongst some of the best in New Zealand.

**OCULA** represents all that is the art and beauty of eyewear. We value quality craftsmanship and luxurious product. We seek the discerning client; the one who trusts in quality over quantity; the one who desires to invest in a timeless piece that will last the distance.

At **OCULA** we are customer-service leaders. We don't just satisfy our customers, we knock their socks off. We are the very best, with no compromise.

We know you might not have much experience in the optical industry... that's okay. We are more intent on finding the best people that match our company ethos, and we'll spending some time training if needed. This is where the career opportunities come into it... for the right person, there is the chance to train and become a Dispensing Optician (...Google it).

*So... do you have what it takes?*

Do you...

- Pride yourself on always giving 100%, not for money, not for the man, but because your self-pride won't let you do a half-arsed job
- Know to get ahead, it will take commitment, grit and determination because nothing worth doing is easy
- Work with an ethic of self-management; you have the intelligence and initiative to know what needs to be done, and you just get on and do it.
- Love people and love to be a positive influence by making lives better through the work that you do.
- Appreciate quality and the finer things in life, understanding that absolutely fabulous eyewear is not a luxury but oh, such a necessity!
- Like to look good; you dress sharp, are fashionable and well presented.
- Know how to use computers (we are a high-tech paperless business after all)

Absolute prerequisites;

1. Excellent adaptability to computer software; we are a paperless office - competency with computers is essential
2. Excellent grasp of spoken and written Kiwi English; communication skills are essential
3. Impressive customer service skills, especially under pressure
4. Professional, stylish appearance; we are in the business of looking amazing & this is reflected by our team
5. NZ citizen or resident or a minimum 24 month employment commitment, 18 years or older (there's a lot of training involved and would best suit a local resident wanting a stable long-term position)
6. Police report

Job offer:

1. Minimum 32-40hrs per week, average 45hrs per week full-time, permanent position.
2. Will be required to be available to work Saturdays and public holidays on a rotating roster.
3. The trainee role is rated between \$18-21p/h with the wage reflecting the character and experience of the applicant. A pay expectation of approximately \$22-24p/h can be expected once skilled. A qualified Eyewear Specialist (known as a Dispensing Optician) can expect to earn \$26-28p/h. If a managerial position is available, a Managing Dispensing Optician can expect to earn \$28-30p/h.

Job Description:

- Confidently sell premium eyewear (sunglasses, spectacle frames and spectacle lenses) using **OCULA**'s frame styling techniques.
- Confidently sell other sundry products (contact lenses, solutions and accessories).
- Facilitate the day-to-day operations of the business (opening, closing, handling client enquiries, answering phones/emails etc.)
- Support the optometrists and dispensing opticians on clinic days
- Be primarily responsible stock merchandising and visual displays.
- Participate in online marketing strategies to promote products and services using blogs, web content & social media (Facebook, Twitter, Instagram, website etc).

- Organise event co-ordination, in-store events, buy-nights and fashion shows.
- Champion and lead the team to instil and sustain a strong customer service culture.
- Develop strategies and procedures to increase customer satisfaction and retention and strengthen existing customer relationships.
- Ensure the practice team is delivering exceptional customer service and customer's needs are handled effectively and efficiently.
- Keep the retail area clean and well presented, at all times.
- Assist directors with development of strategic plans for the practice.
- Keeps abreast of the local community by attending networking events such as monthly Chamber of Commerce BA6 events and Tuesday morning BNI breakfasts.
- Deal with all enquiries in a professional and courteous manner, in person, on the telephone or via email.
- Be involved and contribute to team meetings.
- Communicate effectively with patients/customers.
- Perform any other tasks as required for the effective operation of the business.

So, if your still reading... and you're thinking you are the perfect fit for this role.

Please download and complete our **Application Form**, then email it to **hello@ocula.co.nz** with a **Cover Letter** and your **C.V** attached.

Cheers!

**OCULA**