

# Hello.

Lovely to (virtually) meet you.

You no doubt have a few questions about the retail sales position, but let us introduce ourselves. We are **OCULA**.

**OCULA** is a multi-award-winning business which was born in Wanaka but has since expanded to Queenstown and Christchurch.

We are a retail store selling the most beautiful glasses and sunglasses. 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, and that's okay. We are more intent on finding the best people that match our company ethos, and we'll spend 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 (not sure what a Dispensing Optician is? Google it and have a read – it's a unique, interesting and very rewarding career).

*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 that 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 store - 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

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. An OCULA retail sales assistant / Dispensing Optician trainee role is rated between \$18-24p/h with the wage reflecting the character and experience of the applicant.
4. A qualified OCULA Dispensing Optician is rated between \$24-28/h with the wage reflecting the character and experience of the applicant.

Sample 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
- 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

You're still reading. Which means..... this relationship might just have some promise!  
So, in that case - we'd love to know more about you...

What appeals to you about a position with **OCULA**?

How would you describe yourself as an employee?

How would you describe your personality?

What are your strengths? (Don't be bashful... you know you're awesome)

What are your weaknesses? (Come on, we all have weaknesses... don't hold back)

What do you think is the most important part of the sales process?

Have you ever had an experience with eyewear? If so, we'd love to hear about it...

What are your career goals?



Do you have any commitments outside of work, which may impact on your ongoing availability and flexibility?

Is there anything else you would like us to know about you? (...that's not already in your CV)