

Position Description

Trainee Optical Dispenser

Bayside Optical - Vincentia

Employee	
Commencement Date	July – August 2022
Reports To	Practice director, Optometrist
Key Relationships	Practice management team/ Owner Optometrist, Employee Optometrists, practice support team, customers / patients, supplier partners
Qualifications	Willing to complete Cert IV in Optical Dispensing - ~18 month part time study

Position Purpose	<p>To provide exemplary personalised customer service that encourages patient recommendations and loyalty to the practice through repeat business.</p> <p>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.</p> <p>You will help patients choose the most appropriate solution/s for their individual visual and lifestyle needs. You will learn to advise patients about lenses for driving, UV protection, computer use, prescription sunglasses, low-vision aids, dry eye, sports and safety eyewear as appropriate.</p> <p>You are learn to select, measure, fit, and adapt lenses and frames for patients according to written optical prescription or specification.</p> <p>You will be able to order contact lens products according to the optometrist prescription.</p> <p>You are proficient at measuring the patient for size of glasses and coordinate frames with facial features and eye measurements and the optical prescription.</p> <p>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.</p> <p>And then you will deliver a fabulous, finished product to our clients by adjusting the frame to maximise comfort and optics.</p>
Measures	<p>Sales growth % on last year</p> <p>Multiple pair % rate</p> <p>Own frame usage %</p> <p>Average selling price (frame + lens)</p> <p>Consultation conversion %</p> <p>Errors / re-makes % to sales</p> <p>Customer Feedback</p>

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 & work place 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	

Key Accountabilities cont...	Contribute positively practice team culture by listening and communicating openly with others
	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
	Identify marketing opportunities and practice presentation / branding
	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 Manager to ensure practice policy & procedures are up to date & functional
	Seek & 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 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
	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. Identify areas of own knowledge that require development. Seek assistance from other staff when unsure of process or product selection.
	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:

Signed	[sign here]
	[Name of the Employee]

Signed

[sign here]

[Name of Employer]