

Last updated: Saturday, 25 April 2026

Job Title: Shop Assistant

Terms of Employment: Full-Time (40 Hours per week)

Proposed work hours: 5 days per week, 8:30am to 4:30pm. No Sundays or Public Holidays.

Location: Retail store at #34-36 St. James Street, San Fernando

Job purpose and meaning: To make customer's lives easier and more enjoyable by assisting our sales clerk in providing practical, affordable and reliable solutions in Musical Instruments, Professional Audio, Car Audio and Consumer Electronics.

Required Personality traits

- Authentic and people-oriented personality (a true "People person")
- Demonstrated professionalism, integrity and honesty
- Self-motivated to improve knowledge and skills to meet customer demands
- Genuine interest in Electronics, Musical Instruments and Audio-Video technology

Note on Role Evolution:

This job description is intended to describe the general nature and level of work being performed. It is not an exhaustive list of all responsibilities, duties, and skills required. Management reserves the right to modify or change the duties of this position at any time, with or without notice, to meet the evolving needs of the business.

Key tasks and duties:

- Develop and maintain productive, insightful and mutually-beneficial professional relationships with customers across all mediums (including in-person, telephone, instant messaging and social media) on behalf of the company
- Effectively recommend, describe, demonstrate, and conduct sales of electronics solutions to customers appropriate to their needs in Musical Instruments, Professional Audio, Car Audio and Consumer Electronics.
- Elicit and relay customer feedback on service and product quality
- Provide first-line troubleshooting and technical guidance for purchased solutions
- Creatively plan and execute marketing strategies as part of the Sales Team
- Design and maintain attractive and effective merchandising displays and stocked shelves
- Keep a clean and safe work environment, including sales floor, workstations, and common areas.

Responsibilities:

- Directly convert customer interest into sales as appropriate to customer needs
- Maintain the customer's perception of competency of the company and the quality its products
- Maintain familiarity with evolving Audio-Visual products and customer usage patterns
- Ensure accurate processing of sales transactions in full accordance with company point-of-sale and accounting procedures
- Must maintain a safe, clean, attractive and welcoming sales floor

Required Abilities:

- Ability to build and maintain excellent interpersonal rapport with customers

- Ability to accurately and effectively convey technical information in layman's terms
- Ability to perform basic mathematical calculations for a technical sales role
- Ability to read fine-printed part numbers, serial numbers and user manuals
- Physical strength requirements:
 - **All employees:** Ability and willingness to lift medium cartons not exceeding 15kgs using safe handling procedures
 - **Selected positions:** Ability and willingness to occasionally lift, carry, and maneuver moderately heavy professional audio equipment and large-format loudspeakers weighing up to 25kg (55 lbs) safely and independently. Items exceeding this weight must be handled using provided trolleys or as a "Team Lift."

Required Learning

- Consistent development of product knowledge is a core requirement for this position and will be assessed during performance reviews.
- Employees are required to maintain a high level of technical proficiency across all store departments, including Musical Instruments, Consumer Electronics, Car Audio, Pro-Audio, and Electronic Components.
- This is achieved through a combination of initial orientation and ongoing self-directed study (such as reviewing user manuals and technical data sheets) conducted during working hours.

Reporting relationships:

- Directly reports to the Sales Manager (supervisory manager) as part of the Sales Team.

Performance Evaluation Framework:

- Customer Service Excellence (60%): Measured by sales effectiveness, service efficiency, and the ability to engage customers with empathy.
- Professional Conduct (20%): Measured by reliability (attendance/punctuality), responsibility, and maintaining an impeccable professional demeanor.
- Environment & Safety (20%): Measured by the proactive maintenance of a safe, clean, commercially attractive sales floor and hygienic common areas.
- **Benchmark:** Candidates are expected to maintain an overall performance rating of 70%, with no single category falling below 50%.

Probationary Period:

- The probationary period spans 6 months. Success is determined by a cumulative assessment conducted by the Sales Manager.
- Performance is monitored weekly. If ratings fall below benchmarks, the company will provide feedback and a designated timeframe for improvement.
- The company reserves the right to terminate employment at any point during the probationary period if performance or conduct is deemed fundamentally irreconcilable with the requirements of the role.