

Experienced Optical Manager

Creekside Optical – Hastings MI (a Division of Eye & ENT Specialists, PLC)

At Eye & ENT Specialists, we do what we do because we love eyes and we care about the people behind those beautiful eyes. We feel our community deserves a thoughtful and caring partner who understands that true vision care is a synergy of trusted eye care and exceptional eyewear. We understand that good vision is a precious gift and we are passionate about celebrating, protecting and improving vision in every way. If you share our love for patient we serve, the sense of sight, and the work we do, this is the place for you to build a rewarding career.

GENERAL FUNCTION

Create exceptional value in the lives of our patients by delivering a Superior Customer Experience each and every time they come through our doors. Ensure patients are always delighted by the services we provide and the exceptional brands that we carry. Build and secure a supportive working environment which encourages innovation and commitment. Assist in the achievement of the practices success by managing to Exceptional Results.

MAJOR DUTIES AND RESPONSIBILITIES

COMMITMENT TO CUSTOMER SATISFACTION

Conveys a commitment to providing unsurpassed Patient Service through ensuring the staff perform the following Sales and Service Process steps:

- Greeting the Customer
- Explaining the Process
- Assist in Merchandise Selection
- Fitting of Frames/lens
- Dispensing

Anticipates problems before they occur; explores underlying reasons for recurring customer problems; goes beyond symptoms to get at causes; strives to develop long-term solutions to problems.

COACHING AND DEVELOPMENT

Provides effective on-the-job training and guidance to team members making use of company provided programs.
Delivers clear, motivating and constructive feedback in a timely manner to all retail associates. Confronts problem performers directly and without delay; initiates appropriate disciplinary action when necessary and follows up to monitor progress.
Completes formal 90-day and annual performance reviews along with documented coaching for all associates.

STANDARDS OF PERFORMANCE

Able to analyze optical financial data and make recommendations regarding steps which can be implemented on the retail side of the business to improve profitability.

RESOURCE PLANNING

Recruits and selects high caliber staff; is always on the lookout for promising individuals and establishes relationships with them.

Forecasts staffing needs accurately based on available information and assigns associates through the use of labor scheduling. Quickly adjusts staffing levels up or down to meet unexpected increases or decreases in optical department traffic.

Interview candidates to keep a pool of possible team members.

ADMINISTRATIVE/ POINT OF SALE PROCESSING

Performs administrative duties two retail locations.

Designs monthly work schedules to optimize labor resources.

Completes new hire and team member change paperwork in a timely manner.

Completes and files in a timely manner all necessary optical and patient paperwork being thorough and exact in detail.

Accurately operates within Nextgen Optik System and assists with training of team members on its use.

Maintains/Evaluates/Makes Recommendations based on monthly reporting requirements.

MAINTAINS OPTICAL DEPARTMENT APPEARANCE/SAFETY

Takes pride in the appearance of the optical department and ensures visual displays are in accordance with company expectations.

Maintains safe working environment for all associates/patients.

Leads by example in demonstrating safe work practices including the wearing of personal protection equipment in the lab.

KNOWLEDGE AND SKILLS

Knowledge of current optical trends and merchandise

Strong communicator and listener

Strong basic math skills (addition, subtraction, multiplication, division)

Sales skills

Problem solving ability

Familiarity with computers and calculators.

MS Excel experience is a must!

Familiarity with Next Gen a plus.

Organization skills

Knowledge of current optical merchandise

EDUCATION

High School graduate or equivalent

College degree preferred

ABO Certification preferred

EXPERIENCE

Previous experience in patient services and retail.

3-5 years previous optical store management/supervisory experience is required.

THIS DESCRIPTION IS NOT INTENDED TO INCLUDE ALL JOB DUTIES. ASSOCIATES MAY BE REQUESTED TO PERFORM JOB-RELATED TASKS OTHER THAN THOSE SPECIFICALLY PRESENTED IN THIS DESCRIPTION.