



## **Eastern Sierra Interpretive Association Job Description**

**JOB TITLE:** Sales Associate

**SUPERVISOR'S TITLE:** Bookstore Manager

**NATURE OF POSITION:** The purpose of this classification is to perform retail sales, ESIA membership recruitment and retention, customer service, and clerical work associated with visitor center and ranger station locations.

### **BACKGROUND REQUIREMENTS OF POSITION:**

- 1. Education:** High school diploma or GED.
- 2. Skills:** Must have excellent written and verbal communication skills, as well as attention to detail and strong organizational capacity. Must have proficiency with Microsoft Office, including Word and Excel. Excellent judgment and creative problem-solving skills required.
- 3. Relevant Experience:** At least two (2) years prior experience and/or training involving retail sales, merchandising displays, customer service, and clerical training or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

### **MAJOR RESPONSIBILITIES**

- 1. Site logistics**
  - a. Help operate visitor center and ranger station bookstore
  - b. Perform opening/closing procedures
  - c. Operate audio/video players to showcase media available for sale
  - d. Perform clerical duties associated with general operation of the association
  - e. Perform basic housekeeping or repair tasks required to maintain work areas, such as sweeping/mopping floors, dusting surfaces, washing windows, cleaning toilets, or making minor repairs to equipment/furnishings
  - f. Assist in training new employees as required by the bookstore manager
  - g. Assist or provide backup coverage to other employees or departments as needed, which may include presenting informative talks to visitors, or working temporarily at other ESIA bookstore locations
- 2. Visitor assistance**
  - a. Provide customer service in person or by telephone

- b. Welcome every customer to the bookstore as well as telling them “thank you for visiting” when they depart
- c. Assist with information related to park and visitor center services, facilities, activities, locations, distances, merchandise, charges and fees, procedures, or other issues
- d. Direct visitors to points of interest
- e. Provide interpretive information to assist visitors with identification of indigenous wildlife, flora, and fauna
- f. Refer inquiries to proper officials or other ESIA personnel
- g. Assist visitors with minor first aid needs
- h. Provide emergency aid if needed

### **3. Retail tasks**

- a. Assist customers with selection of merchandise for purchase
- b. Operate computerized cash register
- c. Process credit card payments, accepts cash payments, and make change for items purchased
- d. Maintain/display shelf inventory of merchandise
- e. Stock shelves, brochure/leaflet dispensers, and display tables
- f. Assist in conducting periodic inventories
- g. Maintain/stock vending machines; collect, record, and secure vending machine money; coordinate machine service/repair

### **4. Promotional tasks**

- a. Promote the benefits of ESIA membership to every bookstore visitor
- b. Recruit and process new members and renewal members
- c. Encourage customers to donate to ESIA

### **5. Financial tasks**

- a. Collect, sort, count, and record money deposited by visitors into brochure/leaflet dispensers
- b. Balance cash register drawers

### **6. Communication tasks; sharing and gathering of information**

- a. Communicate via telephone and/or two-way radio to provide information and assistance, take and relay messages, respond to requests for service or assistance
- b. Communicate with supervisor, employees, other department/divisions, ESIA personnel, park personnel, local partner agency personnel, visitors, customers, the public, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems
- c. Utilize word processing, database, file maintenance, sales/cash receipts, or other software programs

- d. Prepare forms, reports, correspondence, payments, maps, manuals, reference materials, or other documentation as required
- e. Perform general research relating to native flora and fauna, history, points of interest, or related topics

**7. Operation of technology**

- a. Operate cash register, television, videotape player, vacuum cleaner, mop, radio communications equipment, general office equipment, or other equipment as necessary to complete essential functions, to include the use of word processing, spreadsheet, database, or other system software
- b. May operate a motor vehicle to pick up warehouse supplies, transport bank deposits, run errands, or conduct other work activities

**SUPERVISION RECEIVED**

Receives supervision from the bookstore manager through regular communications and instructions yet has the latitude to go forward with projects or assignments under generally understood guidelines.

**PERFORMANCE APTITUDES**

- 1. Data Utilization:** Requires the ability to determine, calculate, tabulate, or summarize data/information. Includes performing subsequent actions in relation to these computational operations.
- 2. Human Interaction:** Requires the ability to provide guidance, assistance, and/or interpretation to others regarding the application of procedures and standards to specific situations.
- 3. Equipment, Machinery, Tools, and Materials Utilization:** Requires the ability to operate, maneuver and/or control the actions of equipment, machinery, tools, and/or materials used in performing essential functions.
- 4. Verbal Aptitude:** Requires the ability to utilize a wide variety of reference data and information.
- 5. Mathematical Aptitude:** Requires the ability to perform addition, subtraction, multiplication, and division. May include counting, recording of counts, and basic measuring.
- 6. Functional Reasoning:** Requires the ability to carry out instructions furnished in written, oral, or diagrammatic form. Involves semi-routine standardized work with some latitude for independent judgement concerning choices of action.

- 7. Situational Reasoning:** Requires the ability to exercise judgment, decisiveness and creativity in situations involving a variety of generally pre-defined duties which are often characterized by frequent change.

## **ADA COMPLIANCE**

- 1. Physical Ability:** Tasks require the ability to exert moderate, though not constant physical effort, typically involving some combination of climbing and balancing, stooping, kneeling, crouching, and crawling, and which may involve some lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (12-20 pounds).
- 2. Sensory Requirements:** Some tasks require the ability to perceive and discriminate colors or shades of colors, sounds, depth, and visual cues or signals. Some tasks require the ability to communicate orally.
- 3. Environmental Factors:** Performance of essential functions may require exposure to adverse environmental conditions, such as dust, pollen, humidity, temperature extremes, traffic hazards, bright/dim light, toxic agents, disease, pathogenic substances, or animal/wildlife encounters.

*ESIA is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, ESIA will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

**DATE OF REVISION:** September 30, 2019