



Retail Marketing & Sales Assistant

Job Description

Do you have enthusiasm for sewing and all things creative?

Do you have previous experience in any of the aspects below and you would like to learn new skills in a hands-on environment?

Gillies Fabrics & Sewing Machines is one of the longest trading family businesses in the city centre of York, established in 1963 by Mr Albert Potter. We pride ourselves on giving excellent personal customer service, an ever expanding range of sewing products, knowledge and sewing courses to our customers. Our enthusiasm for sewing and all things creative is evident when speaking to one of our team.

Marketing & Sales Aspects of the position

If you have a keen interest in sewing or like being creative and have previous experience in any of the aspects below and you would like to learn new skills in a hands-on environment, then this could be the position for you. We are offering to the right person an exciting position in our marketing and sales team. You will learn many aspects of retail marketing in house at exhibitions and online.

- Actively promote and positively support the business, “Gillies Fabrics & Sewing Machines” brand online, in store and at exhibitions.
- Customer service & sales, exceeding customer expectations.
- Manage and respond to daily customer enquiries, potential leads.
- Administration of records.
- Updating social media to increase sales.
- Monitor any complaints and compliments.
- Create and apply marketing strategies for the use online, in store and at exhibitions.
- Create content and update the website.

- Media production to include creating documents, content, banners, photos & videos.
- Sending out regular marketing campaigns in line with the marketing strategies and promotions.
- Merchandising & window dressing for seasons, special occasions and events, to tie in with marketing strategies and promotions.
- Create packaging using CorelDRAW or similar software, (additional training will be given on these applications)
- Stock management
- Move sewing machines, boxes and parcels around the premises including up the stairs.
- Able to use step ladders and foot stools
- Accepting, storing, sending & organising deliveries.
- Advising customers and closing sales to a high standard.
- Personally selecting, demonstrating & promoting additional products to customers, specific to their project, adding value to the bricks and mortar experience.
- Exhibitions, events & show support.
- Instructing & showcasing the latest products, techniques & skills.
- Creating embroidery designs using Janome or Husqvarna Viking software (additional training will be given on these applications)
- Sewing & embroidering items for displays.
- Able to travel to exhibitions or training courses.
- General domestic duties & other duties relevant to the position as required, in line with and following health and safety protocol

Desired Skills

- Previous experience in customer facing role.
- Fluency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc).
- An understanding of social media including Facebook, Instagram, Twitter and TikTok.
- Experience in creating website content.
- Sales experience with online retail platforms.
- Excellent communication skills at all levels.
- Excellent handwriting and numeracy skills.
- Ability to follow instructions and to ask for clarification.
- Creative flair.
- A good eye for colour, style and prints.

Personal Qualities & Qualifications

- Be self-motivated, confident, and outgoing with a genuine desire to succeed and go the extra mile.
- Conscientious, work efficiently and well organised.
- Keen eye for detail.
- Enthusiastic about all things creative.
- Genuine passion for sewing.
- A willingness to learn new skills.

Applicants are preferred to possess the minimum of Maths & English GCSE or equivalent of Grade 6 / B upwards, as accuracy is essential. We encourage applicants who hold some type of marketing, business, textile or fashion design related qualification.

Working Times

This position is part-time and requires the applicant to be flexible and work when required. Must be available to work at short notice and cover for holidays when required. Our normal working hours are as follows. We are open 7 days a week Monday to Saturday 9am to 5.30pm, Sundays 10.30am to 4.30pm. These hours may vary in the future. We open later in the evening for sewing courses and late night for seasonal and Christmas shopping. Please note the position requires longer hours of work during the weeks of exhibitions, events and changes in retail seasons especially on the last day of exhibitions when we have to pack the stands down. Time may be given off in lieu for the extra hours worked or paid at your normal rate of pay depending on the circumstances in the following or previous weeks. Our opening hours are subject to change.

Completion

After successful completion of our full interview process the applicant will be offered a part-time position within the company on a 3 month probation (Furloughed time or time off due to temporary business closure or sickness is not included in the 3 month probation period). After 3 months the applicant will be assessed and will either join our team on a permanent basis or will remain on probation for an additional 3 months. There will be much opportunity within the company to learn new skills and work towards additional role positions.

This job description is not restrictive or definitive in any way and should be regarded as a guideline to the duties required and may be amended in the light of changing circumstances.

To apply

Please send a hard copy of your C.V. which must include your full name, address, telephone number and email address to the full address below in an envelope.

Please write the answer to the following questions below in your own HAND WRITING on the back of your C.V.. Please also enclose a signed and dated copy of this document.

- How many years of marketing / sales experience do you have?
- What is the highest level of education you have completed?
- List all the software packages you have used and describe your level of skill using them?
- List any online retail sites you have used for selling?
- In 1-2 sentences, please describe how your previous experience is relevant to this role?
- What about this role excites you and made you want to apply?
- Why are you a good fit for this job?
- Please describe your interest in working with us.
- What hobbies do you have?

PTRM0625
HR Department
Gillies Fabrics,
2 Peter Lane,
York
YO1 8SW

Reference ID: PTRM0625
Job Type: Permanent, Part-time
Part-time: approximately 20 hours per week

Please print your full name in capital letters, sign and date below to confirm you have read and understood the position you are applying for

Full Name.....

Signature.....

Date...../...../.....