

## **JOB DESCRIPTION FOR REGISTERED DISPENSING OPTICIAN PRACTICE MANAGER**

Responsible to Jeremy Heynes (Managing Director) and Director Nigel Barracloough. In addition, Operations Manager's David Cleworth and Sarah Watters.

The main purpose of the job is to provide exceptional eye care whilst making a profit for the company. The main role of the job is that of a Dispensing Optician/Practice Manager. Flexibility is expected and in all duties you are expected to help achieve the main objective of the company which is;

***'To exceed patients/customers expectations profitably by providing high quality optical services and products with a friendly and helpful attitude'***

### **DUTIES** (expected of all practice staff)

- Enhance the reputation and growth of the company by providing all patients/customers with the best possible service and advice.
- Help achieve more profitable business by encouraging the purchase of services and products.
- Actively seek and ask for recommendations particularly at collection by presenting and explaining the recommend a friend leaflet to all customers.
- Be helpful and courteous to patients both in person and over the telephone.
- Acknowledge people as soon as they enter the premises and also acknowledge them when leaving.
- Assist in the efficient running of the practice and to informally resolve or prevent any problems turning into a formal customer complaint.
- Ensure that the practice is adhering to and achieving all operational standards set, including smart booking and diary management.
- Monitor progress of orders and keep patients informed of any delays.
- Work in co-ordination and harmony with other staff as part of a team.
- Ensure that practice areas and stock are well presented, clean, tidy, organised and safe.
- Coach, mentor, train and develop your team by providing regular constructive feedback.
- Monitor KPI's via InSights system. Report back to management team and practice on a monthly basis.
- Follow and enforce the firm's policies, systems and procedures as set out in the company handbook.
- Follow NHS, GOC and health & safety procedures and guidelines.
- Maintain full and accurate patient records in accordance with GDPR regulations.
- Keep up to date with new products and services.
- Minimise costs and check that supplier invoices are correct.
- Pre-screening and assisting of the optometrist when required (training will be provided).

# Barracloughs THE OPTICIANS

## **DISPENSING DUTIES**

- Dispense spectacles that fit, look fabulous and enable the best possible vision.
- Spectacle ordering, progress, minor repairs, fittings and adjustments. Checking, setting up and assembly.
- Manage stock, maintain orders to keep within agreed levels. Pricing and presentation of stock.
- Supervise (advise, check & helped as necessary) an unqualified staff member if they are dispensing children, partially sighted patients or safety specs. Also, any other patients if you think it is appropriate e.g. complex lenses.

## **MANAGEMENT DUTIES**

- Overall responsibility for the smooth and efficient day to day running of the practice.
- Principle contact for other staff and customers.
- Monitor customer feedback and act on any feedback received accordingly.
- To set a good example, be a role model and set the standard (presentation, time keeping etc.)
- To ensure all staff are aware of the content of e-mails that may affect them and also memos issued through the staff pages. In particular their attention should be drawn to promotions, meetings and any changes to systems and procedures.
- Engage and contribute on the Managers' Hub forum within Barracloughs' staff intranet.
- Regularly monitor overdue and uncollected work and any outstanding balances on a monthly basis.
- Support, co-ordinate, train and encourage other staff colleagues to work as a team and carry out their own duties and to check they are adhering to company policy, systems and procedures.
- When not busy to encourage staff to find things to do and use their own initiative.
- Be responsible to ensure the appearance of the practice is clean, organised, tidy, hygienic and safe.
- Check that equipment is kept up to the standard required by the company.
- Initiate, make plans and proposals on ways to promote the business to help it grow.
- Staff appraisals. To carry out or contribute with feedback and assist in the appraisal process.
- Other staff working in the practice will be directly responsible to you. Although expected to work independently, you have the support of six other store managers and a central office team.