

# JOB DESCRIPTION

Job Title:

**OPTICAL and HEARING ASSISTANT**

Location:

Reports to: **Branch Manager**

Date:

## JOB PURPOSE

- To contribute to the achievement of the highest standards of customer service and care through personal involvement and the provision of support to the practice team.

## PRINCIPLE DUTIES AND RESPONSIBILITIES

- To greet patients on arrival, make appointments, accurately collect and record patient information on OPTIX, take orders, advise and remind them of appointments and contact re collection of orders
- To act as first/prime contact with patient by telephone or face-to-face in order to meet all their needs or refer on as necessary.
- Carry out visual field screening as required and undertake other clinical duties such as Colorimetry; also recommend, book and perform retinal imaging and Optical Coherence Tomographer (OCT) examinations
- Accurately process customer contact lens orders and assist with the instruction of patients in the insertion, removal and care of lenses
- To act as the first point of contact for customer complaints and enquiries ensuring that these are efficiently dealt with promptly as they arise
- Ensuring that all paperwork is collected and accurately prepared so that all Optical and Hearing clinics run efficiently
- Promptly and accurately deal with daily banking, cashing up, taking and recording payments from customers and ensure that the till is properly maintained
- Promote products and services, assist customers with frame selection and maximise opportunity to sell sunglasses and accessories and Hearing Care services/products
- Ensure that the reception area is properly organised at all times, that displays are well presented and that consulting rooms are kept in prime condition
- Ensure that administrative tasks such as NHS vouchers, record keeping, post preparation and filing are promptly and accurately completed at the appropriate frequency
- Carry out minor repairs to spectacles
- Deal with all other tasks as directed, including assisting other members of the practice team
- Act as key holder

- Assisting the Branch Manager in tracking and monitoring branch performance, actively develop and promote strategies within the practice to increase branch performance
- Maintain high standards at all times of personal appearance, timekeeping, attendance and respect of company property
- Operate in line with company policies, procedures and current legislation at all times

## **KEY ATTRIBUTES:**

- Motivated and focused on achieving own goals.
- Confident about working within a team.
- Commercially aware, and happy to offer the customer what they need.
- Dedicated to exemplary patient service to ensure patient satisfaction.
- Excellent communication skills, with empathy and patience.
- Desire to do, see and enjoy a job well done.
- To have or be willing to undertake the Diploma in Retail Optix