

POSITION DESCRIPTION

Job Title:	Practice Manager
Location:	Hamilton
Reports to:	Chief Executive Officer (CEO)
Relationships:	Branch Managers, staff, customers, suppliers
Authority:	Hamilton support staff
Date:	April 2019

Job Purpose:

The practice manager is responsible for the day to day operations and management of the practice including staff, sales, and stock and to ensure a consistent high level of service to all of our customers which guarantee their satisfaction and ongoing loyalty.

Job Duties	Job Responsibilities	Performance Standards
Retail Management		
Administration and Inventory Management	Dealing with administration debtors and creditors	<ul style="list-style-type: none"> Ensuring debtors are kept to a minimum Xero accounting and creditors are monitored
	Banking	<ul style="list-style-type: none"> Banking is accurate and carried out as per company policy
	Staff rostering	<ul style="list-style-type: none"> Rostered hours for reception and other areas are attended and opening hours are covered Staff timesheet reporting to Business support on a weekly basis Data entry is accurate, timely and appropriate templates applied
	Reporting	<ul style="list-style-type: none"> Remake reports are monitored, and recurring issues identified and dealt with Remakes are kept to a minimum KPI reports are updated, monitored and discussed with teams on a regular basis
	Sales management and control	<ul style="list-style-type: none"> On a daily basis, you will manage the sales function of the practice in particular the meeting of targets and budgets set by management Preparation and analysis of weekly, monthly and quarterly sales reports and statistics in an accurate and timely manner
	Attendance and participation at Practice Manager’s meeting	<ul style="list-style-type: none"> Monthly attendance at Practice Managers meeting Participation in discussions including providing detailed reports Implementing initiatives arising from these meetings at your practice
	Liaising with Management	<ul style="list-style-type: none"> Fortnightly meetings with the CEO regarding operations of practice, any requirements and initiatives to improve performance and sales.
	Ensure stock levels are adequately controlled to maximise our return on investment	<ul style="list-style-type: none"> Oversee purchasing to ensure within Management guidelines: <ul style="list-style-type: none"> Stock are purchased and priced within guidelines provided by Management Weekly frame orders are placed with suppliers Stocktakes are performed annually and reporting completed accurately and timely
	Health & Safety	<ul style="list-style-type: none"> Compliance with all Health & safety regulations and inductions
Financial Management		
	Understand and apply principles of financial management	<ul style="list-style-type: none"> Working with the CEO on establishing and setting budgets

		<ul style="list-style-type: none"> Managing the practice to meet financial objectives both in terms of revenue and costs Current financial information is used to develop strategies to manage business performance
Customer Services		
Customer services:	Manage customer services effectively and to a high standard	<ul style="list-style-type: none"> Ensure all clients are greeted warmly and enthusiastically upon entering the practice Training staff in selling appointments over the phone and provide friendly, informative and accurate information to clients Good judgment exercised in determining how customer needs can be resolved The team exceed customers' expectations and have the knowledge to sell the appropriate products confidently. The practice's customer service is regularly reviewed Feedback from customers is sought and acted upon Continuous improvement is promoted through staff strategy meetings Staff are trained not to discuss issues with patients that should be handled by the optometrist. Information is recorded and appropriate administration procedures followed
	Handle client complaints	<ul style="list-style-type: none"> Ensure client feedback is followed up on immediately and resolved as soon as possible.
	Manage the flow of customers through the practice effectively	<ul style="list-style-type: none"> Waiting times are always kept to a minimum and bottlenecks are avoided throughout the practice
	Practice security	<ul style="list-style-type: none"> Maintaining overall practice security including the daily opening and closing of the practice
	Ensure all areas of the practice reflect a professional image at all times	<ul style="list-style-type: none"> Ensure all areas of the practice, frame displays, frames and sunglasses are clean, dust free and tidy. Magazines are tidy. Conduct repairs to equipment, displays, signage and facilities in a timely manner
People Management		
Staff Management	Meetings and Regular communication with staff	<ul style="list-style-type: none"> Weekly staff meetings are held to discuss and resolve staff issues, discuss initiatives to be implemented, promotions, motivation and promoting team approach. Weekly meetings are minuted and copied to the CEO on a weekly basis Documents are clear and accurate Quarterly One-to-Ones are performed with staff with clear objectives outlined
	Understand, coach and motivate your team	<ul style="list-style-type: none"> Customers receive excellent service because staff are productive, enjoy their job and feel personally valued You use your understanding of your role and the different PB departments to effectively manage the practice Your team understands the tasks and performance standards expected of them Your team are confident in their roles because they are praised and receive appropriate constructive feedback Staff receive one-to-one coaching to help them achieve their full potential

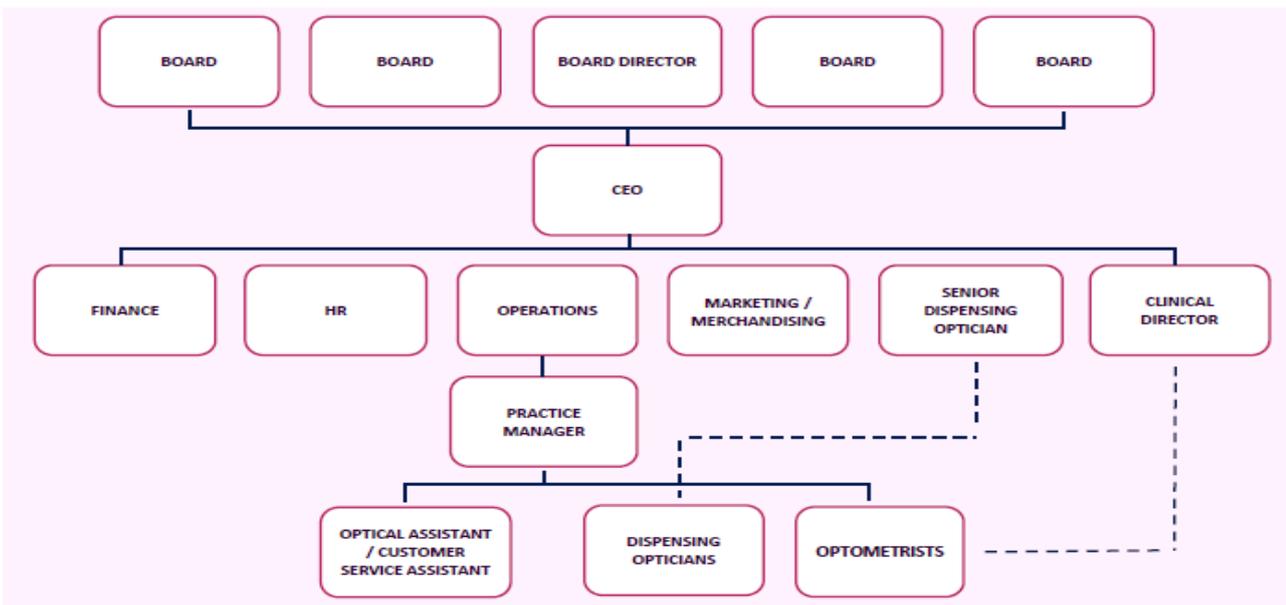
	Manage performance and get results from your staff	<ul style="list-style-type: none"> • Performance of staff is managed including punctuality, staff absences, and compliance with uniform and dress requirements, attendance, sales and client interactions. • Practice goals and targets are achieved • All staff have clear performance objectives that they understand and are committed to achieving • All staff receive regular constructive and effective feedback in relation to their performance objectives • Good performance is always recognised and rewarded • Strategies for dealing with under performance are developed and implemented effectively with your HR manager • Staff recognise and respect your authority
	Conduct annual staff appraisals	<ul style="list-style-type: none"> • Follow company policy in terms of preparing & conducting staff appraisals • All relevant documents are gathered in advance • Staff feel motivated and valued after appraisal meeting • Feedback is clear and constructive • Objectives and development plans are agreed with the appraisee • Accurate notes are kept • Complete post-appraisal follow-ups as per company policy
	Leading by example	<ul style="list-style-type: none"> • Actively and visibly participate in all practice tasks especially customer facing, working with other members of the practice team to show leadership and understanding of their tasks, challenges etc. • Giving frequent feedback to team members. • You communicate the Paterson Burn mission statement clearly • Intranet and management briefs are used effectively to find useful information • Possess good knowledge of optical products such as frames, lenses, contact lenses, solutions, sundries and sunglasses.
Team Participation & Personal Training & Development		
Team Participation & Personal Training & Development	Actively seek to improve own skills	<ul style="list-style-type: none"> • Structured training and development plans are implemented to meet your own development needs • You are able to manage a wide range of staff • Your confidence as a manager increases • You keep up to date with new products and promotions
	Foster a positive team spirit within the practice	<ul style="list-style-type: none"> • Team members are supportive of each other • The practice runs smoothly when one or more members of staff are absent • Adhering to the Paterson Burn Optometrists values
	Compliance	<ul style="list-style-type: none"> • You understand, respect and follow Practice rules • All tasks required by the CEO and/or Directors are completed by their due date • Comply with all organisational policies and its amendments

This job description in no way states or implies that these are the only duties to be performed by this employee. He or she will be required to follow any other instructions and to perform any other duties requested by the CEO and/or Directors.

Paterson Burn Optometrists Values:

Value	What it means	What it looks like
Our feel Good	Making people's lives better through solutions for their visual needs	<ul style="list-style-type: none"> You take pride in the fact that what you are doing is influencing someone's life
Respect	We treat others with dignity and respect. We appreciate diversity of backgrounds, opinions and expectations	<ul style="list-style-type: none"> You respect your colleagues, your managers and your patients You understand your own work style and respect that others may do things differently You show politeness, listening and acknowledging
Integrity	We act responsibly and ethically, unwilling to compromise honesty	<ul style="list-style-type: none"> Adhering to company policies Acting honestly, truthfully and fair at all times
Accountability	We take responsibility for our own actions; we solve problems rather than passing them on to others	<ul style="list-style-type: none"> You acknowledge when you have made a mistake, learn from your mistake and move on. You use initiative to solve problems rather than pass- the -buck
Enjoyment	We have fun, we enjoy people	<ul style="list-style-type: none"> We aim to make a work day enjoyable for ourselves, our colleagues and our patients
Continuous Improvement	We strive to improve processes, service and results	<ul style="list-style-type: none"> We continuously review our processes aiming for continuous improvement Continuous professional development is actively pursued.
Freedom for initiative	We enable our people to challenge our systems and strategies	<ul style="list-style-type: none"> We come up with new ideas We respect and accept ideas different from ours
Teamwork	We aspire to create a compatible team that gets satisfaction from delivering the highest level of eye care and eyewear.	<ul style="list-style-type: none"> We adapt our approach to meet the needs of team members and the situation We take pride in our work We respect individuality Putting our patients first is our common passion

ORGANISATIONAL STRUCTURE PBO GROUP



Administration Use:

Revised Date:	May 2019	Next review:	
Implementation Date:			
Staff signature:		Date:	

