

JOB DESCRIPTION

POSITION TITLE

Customer Experience Lead

STORE

Four Square Oneroa

REPORTS TO

Owner Operator

PURPOSE OF POSITION

The Customer Experience Lead is responsible for delivering an outstanding customer experience through effective leadership of the checkout and customer service functions while developing and implementing customer-focused initiatives that grow sales and improve convenience.

The role is responsible for leading front-end operations, handling customer enquiries and complaints, and driving the development of new food solutions, recipes, in-store made products, and delivery services. The Customer Experience Lead ensures customers receive a consistently fresh, convenient, and enjoyable shopping experience and works with the wider leadership team to identify and implement opportunities that meet changing customer needs. [\[Job Descri...nt Manager | PDF\]](#), [\[Job Descri...-2020Dec | Word\]](#)

RELATIONSHIPS

INTERNAL

- Owner Operator
- Department Managers
- Duty Managers
- Team Members
- Foodstuffs Employees

EXTERNAL

- Customers
- Delivery Service Providers
- Supplier Representatives

- Community Groups
 - Foodstuffs Representatives
-

ACCOUNTABILITIES

OPERATIONAL

- Lead the checkout and customer service functions, ensuring high standards of service are consistently delivered.
- Monitor checkout flow and staffing levels to ensure customers are served promptly.
- Handle customer enquiries, complaints, and feedback professionally and effectively.
- Develop and implement new customer-focused initiatives designed to improve convenience and increase customer loyalty.
- Lead the development of new in-store made products, meal solutions, and food-to-go offerings.
- Research, trial, and document recipes suitable for store production and sale.
- Coordinate new product launches and promotional activities.
- Support the implementation and growth of delivery services and other convenience offerings.
- Work with department managers to identify opportunities for product and service innovation.
- Ensure product presentation and merchandising standards create an appealing shopping experience for customers.
- Monitor sales performance of new products and initiatives and recommend improvements where required.
- Undertake Duty Manager responsibilities as required.
- Assist in food preparation, customer service, merchandising, stocking shelves, and other operational duties as directed.

STAFF MANAGEMENT

- Provide leadership and direction to checkout and customer service team members.

- Ensure all team members are trained to deliver exceptional customer service.
- Assist with recruitment, onboarding, and development of team members.
- Encourage team members to contribute ideas that improve the customer experience.
- Maintain high standards of behaviour, presentation, and performance.
- Support a positive team culture focused on customer satisfaction and continuous improvement.

COMPLIANCE

- Ensure all food safety requirements and store policies are adhered to.
- Support the Health and Safety programme and actively identify and manage workplace hazards.
- Ensure all new food products and preparation methods comply with relevant food safety standards.
- Maintain accurate documentation relating to recipes, food handling procedures, and operational processes.
- Ensure delivery and customer service processes comply with company standards.

CUSTOMER EXPERIENCE

- Champion a customer-first culture throughout the store.
- Identify emerging customer trends and opportunities.
- Gather and respond to customer feedback.
- Create solutions that improve convenience, value, and satisfaction for customers.
- Promote a service culture where every customer interaction matters.
- Ensure the store remains welcoming, easy to shop, and aligned with community needs.

CULTURAL

- Support the development of the store's culture and values.
- Contribute positively as a member of the leadership team.
- Lead by example through professionalism, integrity, and accountability.

- Encourage innovation while maintaining operational excellence.
 - Maintain a standard of discipline reflecting Foodstuffs and Four Square expectations.
-

PERSON SPECIFICATION

PEOPLE FOCUS

LEADING AND SUPERVISING

- Provides clear and consistent direction.
- Motivates team members to achieve agreed standards.
- Invests in the training and development of others.
- Sets and upholds standards of service, food quality, and behaviour.
- Leads by example.
- Acts with confidence, integrity, and empathy.

WORKING WITH PEOPLE

- Approachable and supportive.
 - Builds positive working relationships.
 - Encourages collaboration and teamwork.
 - Communicates openly and effectively.
 - Listens to and acts on feedback from customers and staff.
-

CUSTOMER FOCUS

MEETING CUSTOMER EXPECTATIONS

- Brings everything back to the customer.
- Continuously seeks ways to improve convenience and service.
- Creates an environment where customers enjoy shopping.
- Responds positively to feedback and changing customer needs.
- Demonstrates genuine enthusiasm for customer service.
- Understands the importance of community connections within a Four Square environment.

CO-OPERATIVE CULTURE

ADHERING TO PRINCIPLES AND VALUES

- Demonstrates honesty and integrity.
- Upholds Foodstuffs values and store standards.
- Takes ownership of challenges and opportunities.
- Supports store success through a strong work ethic.
- Leads positive change while respecting others.

QUALIFICATIONS & EXPERIENCE

ESSENTIAL

- Excellent customer service skills.
- Strong communication and interpersonal skills.
- Ability to lead and motivate others.
- Physically fit and able to fulfil the requirements of the role.
- Good command of written and spoken English.

DESIRED

- Previous checkout, customer service, or retail leadership experience.
- Food preparation or fresh food experience.
- Experience developing recipes or food-to-go solutions.
- Understanding of food safety and compliance requirements.
- Duty Manager Certificate.
- Experience implementing new initiatives or projects.