

# GOODS AND PRODUCTS MANIPULATOR



Job Description

Competence Profile

Required Training and Experience

# JOB DESCRIPTION

## General Description

The goods and products manipulator performs tasks dealing with the replacement of goods in the showroom and warehouse, according to previously defined technical criteria, carrying out the transfer of goods on their own or using mechanical elements. He/she performs the labelling, counting, checking, weighing and packaging of goods, making annotations and controls. He/she advises clients on the location of goods and other requested matters, and performs cleaning tasks derived from its function.

# JOB DESCRIPTION

## Functions pertaining to the job

WHAT DOES HE/SHE DO?	HOW DOES HE/SHE DO IT?
<ul style="list-style-type: none"> <li>– <b>Loading and unloading goods received in the freight yard of the establishment.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Collaborating in palletizing and de-palletizing the received goods.</li> <li>• Verifying that the state and characteristics of the received products are in accordance with the request made and with regulations.</li> <li>• Performing the work of loading and unloading different products.</li> </ul>
<ul style="list-style-type: none"> <li>– <b>Distributing goods in the warehouse according to their type, always following the rules and procedures for this.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Performing the marking, counting, checking, weighing and packaging of goods received.</li> <li>• Performing annotations and controls necessary for the ensuing management of goods stored in the warehouse.</li> <li>• Classifying various goods so they are properly located in the warehouse.</li> <li>• Arranging products according to standards and procedures established for this purpose.</li> </ul>

# JOB DESCRIPTION

## Functions pertaining to the job

WHAT DOES HE/SHE DO?	HOW DOES HE/SHE DO IT?
<ul style="list-style-type: none"> <li>– <b>Monitoring stocks and replenishing products in different store shelves.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring and controlling the state of the shelves of the different store sections, according to the established criteria.</li> <li>• Writing down product requirements in every section</li> <li>• Assuring that the shelves always have the necessary products, so that the customer has the widest offer of goods</li> <li>• Moving, manually or with the specific machinery, the various products to replenish the sales floor.</li> <li>• Replenishing those products or goods that are run out.</li> </ul>
<ul style="list-style-type: none"> <li>– <b>Advising customers and providing support to the different store areas.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Gathering all the information needed for customer orientation on those matters that may be required.</li> <li>• Collaborating, when so required, in the development of other tasks necessary for the store operation.</li> <li>• Supporting in cleaning tasks of the establishment.</li> </ul>

# JOB DESCRIPTION

## Context

- **Hypermarkets and supermarkets** in Spain, Greece and Italy were having the fastest expansion in Europe.
- The **challenge** of the Commercial Sector is to achieve a balanced growth between large shopping centres and traditional shops.
- The establishment of **big supermarket chains** has led to a loss of competitiveness of small and medium traditional commerce.
- A new form of commerce association emerges to modernize and adapt to new challenges: the **open-air malls**. An open-air mall is a commercial organization formula of all operators involved in a limited area of a city, with a global conception of commercial offer, services, culture and leisure

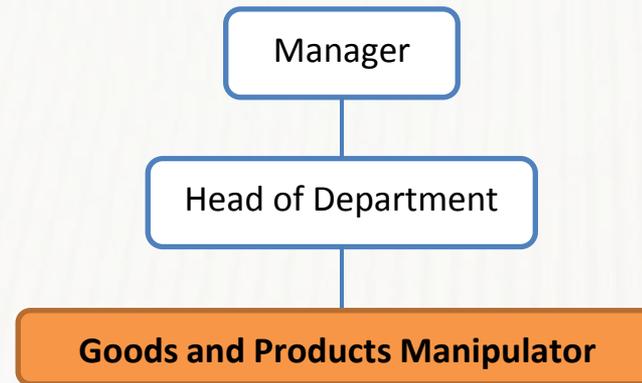
# JOB DESCRIPTION

## Context

- The evolution of the commercial activity in terms of organization, infrastructure, expertise and methodology, is creating a demand for **new skills** and more modern and developed professionals. This means that the commercial sector should make an effort to **increase the level of training** of persons engaged in it.

# JOB DESCRIPTION

The **location** of the goods and products manipulator within the organization would be:



Leading the supermarket or hypermarket there is a manager or **store manager**.

In a smaller supermarket, and hierarchically under the manager, lie the **section heads** of each department .

The goods and products manipulators are directly dependent on the latter, as part of a team of workers with the same qualifications. It is also usual the presence of a **coordinator of these goods and products manipulators** who, belonging to the same skill level, can engage in coordinating the work of replacement.

# JOB DESCRIPTION

## Future perspectives

An **increase** in the relative weight of commerce in the economy is expected in the future. Commerce in Spain has one of the highest shopping allocations of Europe, with more than 600,000 companies, which offers consumers an excellent offer in its surroundings and, in particular, in their proximity market. According to various sectoral studies, urban proximity commerce enjoys good consumer preferences and, within it, the **supermarket** is the most important element.



# JOB DESCRIPTION

## Working conditions

- All types of recruitment are used in the retail sector, permanent recruitment being more common in small family-run businesses, while temporary contracts are higher in major retail chains. The **contract of service** is the most common type for goods and products manipulators.
- According to market data, the average wage for this professional is about **600-800 euros gross per month** for full-time contracts, with an 8-hour workday involving 40 weekly hours of actual work.
- It is common for these professionals to develop their work on **hourly contracts**, and often hired by companies specializing in the replacement of goods that carry out their work in supermarkets or hypermarkets of large retail chains. This creates a difference in wage and working conditions level with peers who may be hired directly by the supermarket chain.

# JOB DESCRIPTION

## Means employed

The working tools or materials necessary for the development of their activity are:

- Warehouse equipment: forklifts, reach trucks, conveyors, elevators, palletizers, hand carts, taping, labeling, scales, crane scales, etc.
- Tools and hardware: code readers, records of incoming and outgoing goods, inventory and invoices.



# COMPETENCE PROFILE

## Generic Competences

- **CUSTOMER ORIENTATION:** Customer orientation involves a desire to help or serve customers, to meet their needs. The customer is the main asset of the commercial sector, so that all professionals must demonstrate a willingness and efforts to them.
- **TEAMWORK AND COOPERATION:** Teamwork and cooperation implies the intention of collaborating with others, join a group, working together as opposed to individually do competitively. Goods and products manipulators are part of a team, so they have to interact with the others to achieve the objectives set by the company.
- **ACHIEVEMENT ORIENTATION:** Achievement orientation is the concern for well performing the job or exceeding a standard. Fulfilling customer expectations regarding the treatment, the efficiency and speed of execution of their work, are important for this professional.

# COMPETENCE PROFILE

## Generic Competences

- **FLEXIBILITY:** is the ability to adapt and work effectively in different situations and with different people or different groups. The goods and products manipulator works with many different people throughout the day, being fundamental their ability to adapt to each of them in treatment and personalized attention to customers.
- **SELF-CONTROL:** is the ability to keep your emotions under control and avoid negative reactions to provocations, opposition or hostility from others, or when working in stressful conditions. These situations can occur in dealing with customers, and the professional always has to keep calm and respectful towards the customer, establishing adequate mechanisms for the treatment of the situation arising.

# COMPETENCE PROFILE

## Generic Competences

- **THOROUGHNESS IN TASK PERFORMANCE:** Thoroughness in presenting the products on the shelves is very important for goods and products manipulators. It is also important the intense scrutiny of goods available to the customer in order to ensure perfect condition.
- **INTEGRITY:** is acting in line with what each considers important in terms of his/her own values. Goods and products manipulators have continuous contact with goods that are not owned. In this context, personal values of these professionals must be solid, so that there is no misappropriation.

# COMPETENCE PROFILE

## Specific Competences **MANAGING PRODUCT**

**REPLENISHMENT IN THE SHOWROOM:** Knowing and applying specific techniques to maintain optimum stock level so as to ensure their availability to the customer in the different sections of the establishment.

- **KNOWING CUSTOMER SERVICE TECHNIQUES:** Knowing and practicing proper customer service techniques in case customers require their services.
- **ORDERING:** Knowing and applying the methodology established to resolve, based on the knowledge of the company's stock, any order from customers concerning products sold in the company.
- **COLLABORATING IN ADVERTISING AT THE POINT OF SALE:** Knowing and applying advertising techniques at the point of sale to enhance the purchase choice, and keeping the information updated to properly assist customers.
- **RESOLVING CUSTOMER COMPLAINTS:** Knowing and applying specific techniques to resolve customer complaints as part of their responsibilities and according to criteria and procedures established in the company.

# REQUIRED TRAINING

## Recommended Formal Training

There is no formal training program available.

## Vocational Training for Employment

*Point of Sale Organizer in Supermarkets.*

*Warehouse Manager*

Vocational Training for Employment aimed at unemployed people.

Entry requirements:

Lower Secondary Education, Upper Secondary Education or  
Vocational Training II.

Academic level:

General knowledge or similar.

# REQUIRED TRAINING

## Cross Training

- **COMMERCIAL CULTURE AND GUIDANCE IN THE LABOUR MARKET:** Analysing the commerce system and placing their job within it, identifying functions and tasks in the commerce environment in order to guide their actions in the labour market according to their own skills and interests in a coherent professional itinerary.
- **OCCUPATIONAL RISK PREVENTION:** Applying the rules and necessary measures that may affect the security of people, facilities and equipment in their activity. Analysing those provisions of the Law on Occupational Risk Prevention that may affect their work.
- **QUALITY OF SERVICE AND CUSTOMER SERVICE:** Applying communication and attention skills oriented to achieve the highest quality of customer service and satisfaction from their perspective.

# REQUIRED TRAINING

## Cross Training

- **TECHNIQUES FOR WAREHOUSE MANAGEMENT AND STORAGE:** Acquiring the expertise necessary for the effective management of the processes of storage of goods and warehouse management.
- **BASIC OFFICE SOFTWARE:** Using and exploiting the basic possibilities of most common office software for warehouse management, order fulfilment, counting of merchandise in the sales room, and so forth.



# REQUIRED TRAINING

## Specific Training

- **COMMUNICATION AND CUSTOMER BEHAVIOUR:** Acquiring the theoretical and practical knowledge necessary to effectively use communication and selling techniques oriented to the process of sales preparation.
- **CUSTOMER SERVICE:** Learning to apply communication skills to maintain internal and external processes of customer service: information, complaints, suggestions and feedback collection.
- **CONTROL AND MONITORING OF STORAGE AND SHIPPING:** Acquiring the skills needed to organize the storage of raw materials or finished products, performing classification tasks, controlling weight, updating inventory and monitoring expiration dates, as well as conditioning rooms and chambers in order to ensure the conditions for distribution.
- **PROCUREMENT OF WAREHOUSE AND SHOWROOM:** Acquiring the knowledge necessary to place orders as needed, receive, identify and verify the materials and ancillary products required to supply the showroom.

# REQUIRED TRAINING

## Specific Training

- **INTRODUCTION TO STOCK MANAGEMENT:** Acquiring the knowledge necessary to assist in the process of stock control, assessment and management.
- **INTRODUCTION TO THE ORGANIZATION OF THE POINT OF SALE:** Acquiring the knowledge necessary to contribute to the effective and appropriate use of advertising techniques at the point of sale, in order to optimize the sales floor and stimulate customers.
- **BEHAVIOURS RELATED TO HEALTH AND SAFETY:** Anticipating hazards in the workplace and determining measures for health prevention and/or protection, minimizing risk factors and applying first aid measures in case of accidents.
- **INTRODUCTION TO COMPUTERS AND THE USE AND MANAGEMENT OF COMMERCIAL SOFTWARE:** Understanding the general operation of a personal computer and the function of its various components, and the generic process of entry and use of software applications.

# REQUIRED EXPERIENCE

**This sector does not require substantial training** or experience in most of their occupational profiles to achieve a high performance as a professional. It is shown that way in the job ads, because many companies often hiring this professional profile have their own sales and customer service techniques that are transmitted to the worker.

In any case, **training in specific courses** created and modulated for commerce **is highly valued**, with contents such as SMEs management and marketing, procurement and commerce associations, sales techniques and customer service, new technologies for commercial relations, and others.

# RELATED JOBS

**TECHNICAL SELLERS:** Guiding costumers and selling products that require technical knowledge, making the closure and subsequent monitoring of the operation.

**WINDOW DRESSER:** Planning and defining general criteria of the storefront in line with the image of the establishment, organizing its basic structure and the products to be exhibited, distributing and arranging the space ant the interior decoration, and mounting and replacing the window.



# RELATED JOBS

**COMMERCIAL CASHIER:** Registering and collecting the purchase and sale transactions that occur in the store, channelling and resolving customer complaints.



**LOADING AND UNLOADING, STORAGE AND/OR FOOD MARKET ASSISTANT:** Performing tasks of warehouse management, receiving, checking and storing raw and ancillary materials, sorting and selecting products, supplying the different areas of the company and storing products for latter distribution.

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See you soon!!

