



Pet Counsellor Job Description

NOC Code: 64100

Reports To: Store Manager _____

About Us

It is our desire at Petland to make a difference in the communities we serve. For more than 40 years, Petland has been the retail pet industry leader in the area of animal care with ongoing staff training programs, in-store animal care systems and community service programs aimed at placing homeless pets and curbing pet overpopulation in the community.

The Petland Mission

"Our pet counsellors are dedicated to matching the right pet with the right guest and meeting the needs of both. To our guests who already have pets, we are dedicated to enhancing their knowledge and enjoyment of the human-animal bond."

About the Role

The role of every Pet Counsellor is to balance GAP – Guest Service, Animal Care, and Presentation. By doing so effectively, the Pet Counsellor will be able to deliver exemplary service, contribute to the success of the store, and grow into a strong leader.

Responsibilities

Area of Guest Service

- Engages with and establishes rapport with guests
- Asks questions to find out the guests' needs
- Shows products to the guest which meet the four basic needs and solves their problems
- Suggests additional items which enhance the guest's and their pet's lives
- Determines whether you've established value in the products and if you've created a relationship of trust with the guest
- Creates lasting relationships with guests, causing them to return to the store again
- Treats telephone guests as if they were guests in the store, with urgency and courtesy
- Continuously takes initiative to educate and update yourself in the area of product knowledge
- 100% compliance in the use of tip sheets with every pet adoption
- Performs call backs within 48 hours to every guest who adopts a pet, or makes arrangements for a co-worker to complete the callback within that timeframe
- Informs and educates guests on the benefits of the ClubPet program
- Participates in Petland's online Onboarding Training Program

Area of Animal Care

- Participates in Petland Enthusiast online courses to enhance your animal care and product knowledge
- Ensures Four Basic Needs are represented at all times with all animals in our care
- Completes opening and closing duties according to Animal Care Routines checklists
- Adheres to routine, ohs, and emergency protocols as outlined in the Small Animal & Bird Procedure Manual, Fish & Reptile Procedure Manual, and OHS binder.
- Demonstrates proper handling techniques in order to create excitement for guests with the animals, thereby increasing the socialization of the pets in our care
- Is constantly aware of traffic in the animal areas to maintain the health and safety of the pets in our care

Area of Presentation

- Maintains a pressed and wrinkle-free uniform, which is complete with all parts and complies with store standards at all times
- Is respectful and supportive of your entire team, helping to create a positive team environment
- Creates and maintains a safe environment for guests and co-workers
- Assists with pricing and putting away of merchandise and products
- General upkeep of the store (i.e.: dusting, fronting, facing, merchandising)
- Completes general opening and closing duties using checklists
- Treats and maintains all common areas with care and respect and cleanliness (i.e.: bathrooms, staff room, party room, all areas of the store)
- Follows standardized merchandising guidelines

Time Allocation

- Animal Care: 32%
- Guest Service: 32%
- Presentation: 31%
- Administrative: 5%

Working Conditions

- Shifts range from 3-8 hours per day with weekends, weekdays, and evenings
- Mostly standing/walking
- Work indoors
- Work with animals (both Petland Pets and guests' pets) with the occupational hazard of zoonotic diseases, bites, and cuts. Safety protocols are in place to reduce the risk
- Perform all duties while wearing the appropriate PPE (personal protective equipment)