

9/24/2022



SPHM
HOSPITALITY

CRUISE JOB DESCRIPTION - RETAIL / GIFT SHOP



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Cruise Job Descriptions

RETAIL SALES / GIFT SHOP JOBS ON CRUISE SHIPS

The Gift Shop (Retail Sales) Department of a cruise ship offers the following jobs: Gift Shops/ Retail Sales Manager, Assistant Gift Shop/ Retail Sales Manager, Retail Sales Assistant/ Gift Shop Sales Associate, Fine Jewelry Sales Specialist, Fine Watch Sales Specialist, Fragrance/ Cosmetic Consultant (Beauty Specialist). The gift shop personnel are responsible for the running of the on board shops, which generally consist of a boutique, a cosmetic and fragrance counter, and a souvenir and gift shop. Concessionaire companies who hire applicants with experience in retail, sales, and customer service run most of the shops. Some cruise lines operate their Gift Shop departments themselves and do not use the services of concessions.





Cruise Job Descriptions

Gift Shops / Retail Sales Manager

Job description:

- ✓ The Gift Shops/ Retail Sales Manager oversees all the gift shops and boutiques operations, accounting and manages retail sales staff. Most of the Gift Shops (Retail Sales) Managers are promoted from within, however some of the retail operators aboard cruise ships also recruit land-based managers through a Fast Track Retail Sales Manager Program.
- ✓ Land-based sales managers will join the cruise ship as Assistant Retail Sales Managers and through the Fast Track program will learn the details of the cruise ship retail business in order to rapidly advance into a Retail Sales Manager role. Retail Sales Manager

Job Requirements:

Retail sales managerial experience required.

Gift Shops Manager salary range:

\$2800-3700 U.S. per month, depending on the company, commission, cruise ship size and itinerary.



Cruise Job Descriptions

Assistant Gift Shops/ Retail Sales Manager

Job description:

- ✓ The Assistant Retail Sales Manager oversees the day to day retail sales operations aboard the cruise ship and assists in managing the retail staff.
- ✓ She/he is responsible for leading sales efforts and maintaining superior customer services.
- ✓ The Assistant Manager promotes teamwork and merchandise according to the strategy of the company to ensure exceptional passenger experience aboard the cruise ship.

Assistant Retail Sales Manager Job Requirements:

Retail sales managerial experience required. Fluent English Language skills required. Cruise Ship

Assistant Retail Sales Manager salary range:

\$2000-2800 U.S. per month, depending on the concession/cruise line, commission earnings, cruise ship size and itinerary. Strong possibilities for promotion within the company to Retail Sales Manager.



Cruise Job Descriptions

CRUISE SHIP JOBS - RETAIL SALES ASSOCIATE / GIFT SHOP ASSISTANT

Retail Sales Associate / Gift Shop Assistant Job Description and Duties:

- ✓ Responsible for achieving and exceeding sales goals through highly developed promotional and visual skills
- ✓ Must apply various selling techniques (add-on selling, cross-selling, and merchandise upgrading) in order to achieve and exceed pre-determined revenue targets, thus increasing his/ her personal income
- ✓ Greets all customers entering the shop and initiates conversation in order to determine customer needs
- ✓ Promotes the highest possible quality retailing standards, continuously driving maximum sales results and superior guest service
- ✓ Informs customers about current specials and promotions, their advantages and process all sales in a quick and efficient manner
- ✓ Must be well groomed and should demonstrate proper personal and uniform appearance at all times according to company standards
- ✓ Must be able to identify customers' needs, and respond to them quickly
- ✓ Responsible for proper stocking of shelves, counters or tables with merchandise and keeping them organized and fully replenished as well as maintaining the shop in clean, neat and tidy condition according to the company's or cruise line's visual merchandising directives
- ✓ Must project a genuine interest in passengers, lots of initiative and a helpful, flexible approach
- ✓ Participate in courses, meetings and training programs organized by the cruise line or the concession in order to develop the necessary skills needed for promotion to superior level position



Gift Shop Assistant Job Requirements:

- Minimum one year of previous retail sales experience
- Excellent communication skills and good command of the English language, knowledge of additional languages is a plus
- Abilities to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages and ability to work in a fast paced multicultural environment
- Ability to communicate clearly and effectively with customers and colleagues as well as to set and accomplish goals, meet deadlines and work under pressure

Retail Sales Associate / Gift Shop Assistant Salary Range:

\$1800-2600 U.S. per month depending on the concession/cruise line and commission earnings, cruise ship size and itinerary. Possibilities for promotion to Assistant Gift Shop / Retail Sales Manager position



Cruise Job Descriptions

Fine Jewelry Sales Specialist

Job description:

- ✓ The primary responsibility of a Fine Jewelry Sales Specialist is to achieve and exceed sales goals through highly developed promotional skills.
- ✓ He/ she will promote the highest possible quality retailing standards, continuously driving maximum sales results.
- ✓ The Fine Jewellery Sales Specialist must possess excellent customer service skills and a passion for selling a wide assortment of high end jewelry and luxury products in a sophisticated retail environment aboard a luxury cruise ship while demonstrating exceptional selling skills and product knowledge.

Fine Jewelry Sales Specialist Job Requirements:

- Fine jewelry retail experience is required. Fluent English Language skills required.

Cruise Ship Fine Jewelry Sales Specialist salary range:

\$1900-2600 U.S. per month, depending on the concession/cruise line and commission earnings, cruise ship size and itinerary. Possibilities for promotion from Fine Jewelry Sales Specialist to Assistant Gift Shops/ Retail Sales Manager position.



Cruise Job Descriptions

Fine Watch Sales Specialist

Job description:

- ✓ The primary responsibility of the Fine Watch Sales Specialist is to achieve and exceed sales goals through highly developed promotional skills.
- ✓ She/he will promote the highest possible quality retailing standards, continuously driving maximum sales results.
- ✓ As a Fine Watch Sales Specialist you must maximise sales by promoting a variety of luxury designer watches whilst delivering excellent customer service in a sophisticated retail environment aboard a luxury cruise ship while demonstrating exceptional product knowledge and experience in a luxury watch sales.

Fine Watch Sales Specialist Job Requirements:

Watch or/ and luxury goods retail experience is required. Fluent English Language skills required.

Cruise Ship Fine Watch Sales Specialist salary range:

\$1900-2600 U.S. per month, depending on the concession/cruise line and commission earnings, cruise ship size and itinerary. Possibilities for promotion to Assistant Gift Shops Manager.



Cruise Job Descriptions

Fragrance and Cosmetic Consultant/ Beauty Specialist

Job description:

- ✓ The primary responsibility of The Fragrance/ Cosmetic Consultant (Beauty Specialist) is to achieve and exceed sales goals through highly developed promotional skills.
- ✓ She/ he will promote the highest possible quality retailing standards, continuously driving maximum sales results.
- ✓ As a fragrance and cosmetic consultant you must maximise sales by promoting a variety of skincare, makeup and fragrance products as well as performing full makeovers whilst delivering excellent customer service in a sophisticated retail environment aboard a luxury cruise ship.

Fragrance and Cosmetic Consultant Job Requirements:

- High standard of personal grooming, as well as fragrance and cosmetics retail experience is required.
- Fluent English Language skills required.

Beauty Specialist Sales salary range:

\$1600-2200 U.S. per month, depending on the concession/ cruise line and commission earnings, cruise ship size and itinerary. Possibilities for promotion to Assistant Retail Sales Manager.