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| Position Title: | Position Number(s): | Approved Classification: |
| Cannabis Consultant | Various | RSW G3 |
| Supervisor’s Title: | Supervisor’s Position Number: | Supervisor’s Classification: |
| Assistant Store Manager,  Cannabis Operations | Various | R15 |

## Organization Description

At the Liquor Distribution Branch (LDB) our vision of ‘Service. Relationships. Results.’ is all about providing a valued service, building strong relationships with our stakeholders, and achieving greater results for the province.

The LDB is one of two branches of government responsible for the cannabis and liquor industry of B.C. We operate the non-medical cannabis and beverage alcohol wholesale distribution within the province, as well as the household retail brands of BC Cannabis Stores and BC Liquor Stores.

We employ nearly 5,000 people in over 200 communities and have hundreds of career opportunities spanning our entire wholesale, retail and corporate operations – from supply chain logistics, to high-tech solutions, and everything in between. The LDB has been named one of BC’s Top Employers 12 times over for offering exceptional places to work, flexible work hours and earned days off, extended health and dental benefits, maternity and parental leave top-up payments, a pension program, in-house professional and leadership development, and subsidies for professional accreditation.

## Business Area Description

The LDB has been assigned to distribute, wholesale and sell non-medicinal cannabis inclusive of a government owned online channel with a mandate to support government’s key priorities of protecting children and youth, ensuring health and safety standards, and keeping the criminal element out of the supply chain. Following legalization, the BCLDB began distribution and wholesale of cannabis, and operating BC Cannabis Stores in a growing number of locations across the province. Since 2018 the BC Cannabis Stores chain has grown to over 30 locations with more growth planned all across the province. Cannabis operations within the BCLDB includes the Distribution, Merchandising, Retail Operations, Supply Chain, and Marketing departments.

## Job Overview

The Cannabis Product Consultants within the LDB cannabis stores are the first point of contact in developing customer relationships and are the cannabis subject matter experts for both customers and staff. The successful results of these relationships are loyal life long customers who base their purchasing decisions on the suggestions of our Cannabis Consultants.

The person in this role must demonstrate a passion for transferring the knowledge of, and selling of, cannabis products.  This role requires an individual who has excellent communication skills, is energetic, and has a willingness to learn, train others and achieve results.

## Accountabilities

* Provides exceptional customer service and retail experience to a broad range of customer types in a highly consultative sales environment and is proficient in delivering an Omni-channel/digital experience.
* Develops customer relationships, first point of contact for all customers and is the subject matter expert for both customers and staff.
* Builds and maintains exceptional cannabis knowledge and stays current with industry knowledge and trends. Deep cannabis product knowledge including cultivation methods, harvesting techniques, product types, product profiles, strains, consumption methods and possible effects.
* Provides accurate product information to customers and assists them throughout their visits demonstrating knowledge of product selection, suitability, information, technical and general product types. Extensive knowledge and understanding of the cannabis industry including federal, provincial, and municipal policies, regulations, bylaws, etc.
* Ensures the retail environment is clean, welcoming, well stocked and professional in appearance with strategically placed displays to ensure exceptional customer experience.
* Trains new staff members and other cannabis store staff as required.
* Performs other related duties (i.e. in line with 2ID policy, ensures requests for two pieces of identification to provide proof of age to meet legal requirements).

## Special Requirements & Working Conditions

* Successful completion of a criminal record check.
* Successful completion of Selling it Right™ certificate.
* Shift work and working evenings and weekends are required.
* Requirement to stand for extended periods of time.
* Work may require light maintenance of store and warehouse to maintain clean and inviting environment.
* Work may take place in office, retail, and warehouse locations.

## Organization Chart



## Position Requirements

Education and Experience:

* A minimum of one year of recent (within the last five years), related experience working in a sales environment with a high level of customer interaction is required.

Preferred qualifications include:

* Basic cannabis knowledge, as demonstrated through experience in the cannabis industry or through courses from a recognized post-secondary institution.
* Experience in a retail environment.
* Experience working with a computerized retail system, including Point of Sale and Inventory Management applications.
* Demonstrated proficiency in delivering an Omni-channel/consumer experience.
* Diploma or certificate in business or a related field.

# Knowledge:

# Knowledge of cannabis products.

# Working knowledge of a computerized retail system, including Point of Sale and Inventory Management applications.

# Current external business environment conditions which have an impact on the LDB business: retail trends, consumer preferences, etc.

# Skills and Abilities:

# Excellent customer-focused interpersonal skills; conflict resolution.

# Strong selling skills.

# Strong organizational and analytical skills.

# Effective written and oral communication skills.

## Behavioural Competencies

In addition to the three Public Service Core Competencies (Service Orientation, Results Orientation, and Teamwork & Cooperation) the following competencies are requirements of the position:

* Developing Others
* Planning, Organizing & Coordinating
* Problem Solving & Judgement
* Expertise
* Listening, Understanding & Responding
* Impact / Influence

For more information about behavioural interviews, competency definitions, and to watch interview videos, please visit: [Competencies in the BC Public Service](http://www2.gov.bc.ca/gov/content/careers-myhr/all-employees/career-development/competencies-in-the-bc-public-service)