



## Job Description Budtender

Reports to: Shop Manager

Date: January 2024

### ABOUT THE ROLE

As a budtender, you are an integral part of our team and bring our brand to life for our customers. You are responsible for engaging and connecting with our customers by providing excellent customer service resulting in brand loyalty. You are an expert in our product and use your knowledge and experience to educate, inform, inspire, and deliver a genuine experience to the customer. Through collaboration with your leadership team you will deliver a best-in-class customer experience.

### CRITICAL COMPETENCIES

Drives Results

Customer Impact

Trust & Honesty

Resourcefulness

### ORGANIZATIONAL LEADERSHIP

- Take pride in the brand, product, store, and team to deliver a compelling shopping experience for our customers
- Perform a variety of cross-functional tasks as assigned by management
- Maintain a clean and safe environment to prevent loss and minimize risk
- Demonstrate values and behaviors consistent with our culture
- Uphold all company policies as outlined in the Employee Handbook and Training Guides

#### WHAT YOU'LL DO:

- Consistently treat all customers and employees with respect and contribute to a positive work environment
- Promote loyalty by educating customers about our Rewards program
- Seek out and engage with customers to drive sales and service using suggestive selling
- Be accountable to personal goals which contribute to overall store goals and results
- Support all areas including security, stockroom, and registers, as required
- Maintain a neat, clean, and organized work space
- Handle all customer interactions and potential issues/returns courteously and professionally
- Execute operational processes effectively and efficiently
- Be able to maneuver around the sales floor, stockroom, and office; able to lift up to 30 lbs

#### WHO YOU ARE:

- A customer-focused service provider both on and off the sales floor to help deliver an exceptional experience for our customers
- A good communicator with the ability to effectively interact with customers and your team to meet goals
- Passionate about retail, cannabis, and thrives in a fast-paced environment
- A problem solver with a focus on continuous improvement, who is always learning, open to feedback and takes action as required
- Agreeable to work a flexible schedule to meet the needs of the business, including holiday, evening, and weekend shifts
- Able to utilize retail technology

## COMPETENCIES AND BEHAVIORS

### Drives results:

#### Fulfills assigned tasks

- Works towards commercial and business goals, focuses on activity
- Understands the importance to the business of achieving commercial success

### Customer Impact:

#### Responds to the customer

- Responds to customer requests when asked
- Knows and can describe your own immediate operating environment
- Describes and focuses on Apex's offerings to the customer

#### Has basic understanding of the customer and uses it

- Listens to the customer's feedback and acts on it
- Knows and can describe general industry characteristics, trends, and cannabis knowledge
- Identifies the basic forces of the cannabis industry at a general level: typical customers, suppliers, products, and best know competitors

### Trust & Honesty:

#### Acts in line with Apex's Priorities and Principles

- Learns the company values
- Consistent in own behavior
- Tells the truth when asked; answers questions honestly

### Resourcefulness:

#### Reacts to challenging situation

- Uses immediate and available knowledge, skills, and resources to work towards best outcome
- Open to considering alternative solutions