

**How to use this guide**

The HR Toolkit Job Descriptions are provided as a generic overview and guidance, they are not definitive examples of any role within the automotive retail industry. Please feel free to copy and paste the format and then tailor to the specific requirements of your business.

**Product Genius**

About the business: *[Tell candidates about your business for example: when it was formed, scale of your operation, any awards received, what you actually do and any future plans you can share]*

Job title: (Sales) Product Genius

Location: *[Candidates expect to know where they will be based geographically]*

Reporting to: *[Candidates should know their reporting line]*

Salary expectations: *[Currently ranges from £15,182-£23,500 + Bonus + Benefits]*

Reason for role: *[Candidates often like to know why the role is being advertised, it can help them to prepare for interview and potentially look to your business as a preferred employer. Reasons could include: expanding the team, development from within creating an open role, expansion of the business, new role etc.]*

Role description: *[You must be clear on the main tasks of the job role]*

The product genius is essentially the product and technical expert for initial customer contact at the dealership. They are expected to assist guests with their enquiry by providing information and answers to their questions about the available vehicle ranges, performance, technology and accessories.

In some instances, products geniuses also give guidance on funding options (subject to FCA regulations) and should be able to provide detailed explanations about value added products. You will present cars to guests and support test drives, be able to engage with customers and constantly seek out ways to improve your knowledge about all the vehicles and products offered, so that you are able to explain them confidently and clearly.

Person specification: *[This details what you are looking for in a candidate e.g. their experience, personal attributes and other key factors such as working to targets]*

- An effective multitasker who is methodical and efficient
- Has a genuine desire to help people
- Has a warm and friendly telephone manner whilst also being assertive. Has the ability to construct positively worded, accurate written information quickly.

- Confident using virtual meeting platforms and explaining their use to others, simply
- Works hard to meet or exceed performance objectives – completed transactions, deposits taken etc. Welcomes feedback and support to optimise performance
- Is efficient and diligent in processing multiple activities with a high degree of accuracy
- Builds warm and friendly rapport with guests

Key Benefits: *[You may want to highlight key benefits e.g. competitive salary, company pensions, bonus, holiday allowance, training and development opportunities etc.]*

Benefit packages can include:

- Discounts on new and used car
- Contributory pension scheme
- [XX] days holiday
- Award winning In-house and manufacturer training
- Great career development opportunities

Seniority level: *[Candidates will look to this to see if they are at the right level in their careers in order to apply]*

Entry Level/Junior/Experienced/Middle Manager/Senior Manager/Director Level

Notes: Additional tasks may be assigned from time to time that should not make material changes to the employee's responsibilities. This job description does not constitute a contract of employment.