

REYNOLDS BARISTA JOB DESCRIPTION

Barista Skills and Responsibilities:

- Promotes coffee consumption by educating customers; selling coffee, tea, limited time offers (LTOs); preparing and serving a variety of coffee drinks, along with pre-packaged pastries from our local supplier(s).
- Welcomes customers by determining their coffee interests and needs.
- As needed, answer general questions about retail merchandise (e.g., Reynold's mission to support local, minority owned, fair trade brands) and be able to direct them to more information via other sources (e.g., artisan placards on merch displays, online site, QR codes, etc.)
- Educates customers by presenting and explaining the coffee drink menu; answering questions.
- Prepares and sells coffee drinks by following prescribed recipes and preparation techniques for coffee drinks, such as, espresso, espresso lungo, caffe latte, and cappuccino.
- Generates revenues by attracting new customers; defining new and expanded services and products.
- Maintains inventories by replenishing coffee bean supply; stocking coffee brewing equipment; maintaining supplies, and pastries for coffee bar.
- Keeps equipment operating by following operating instructions; troubleshooting breakdowns; maintaining supplies; performing preventive maintenance; calling for repairs.
- Maintains safe and healthy work environment by following organization standards and sanitation regulations.
- Improves quality results by studying, evaluating, and re-designing processes; implementing changes; maintaining and improving the appearance of the store and coffee bar.
- Updates job knowledge by participating in educational opportunities; reading coffee, retail trade, and food service publications; maintaining personal networks.
- Enhances coffee shop reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Barista Qualifications / Skills:

- Listening
- Verbal communication
- Customer focus
- Customer service
- Basic safety
- People skills
- Action oriented
- Organization
- Selling to customer needs
- Attendance
- Client relationships

Education, Experience, and Licensing Requirements:

- High school diploma, GED, or equivalent preferred
- Prior café or coffee shop experience a plus
- Familiarity with telephone, office, and point-of-sale software (Shopify POS a plus)