



JOB DESCRIPTION

Job Title: Receptionist
Reports To: Branch Manager via Practice Coordinator
Location: Charter Vets, 6 Queen Street, Newcastle-under-Lyme, ST5 1ED
Date Written: March 2026

Job Overview:

Our aim within the practice is to treat our patients as though they were our own animals, and to treat our clients in the way we would wish to be dealt with ourselves.

This philosophy should be carried through all levels, in terms of our demeanour, appearance, professionalism and communication (between vets, clients, external providers such as laboratories and staff). We all have a part to play in ensuring the smooth running of the various aspects of the practice.

Purpose of Position:

To provide a professional, effective and organised client reception. To work flexibly to perform all administrative and clerical duties related to the professional responsibilities of a veterinary receptionist within the practice.

Roles & Responsibilities:

1. Greet clients with a smile and engage in "small talk" to put clients at ease, respond effectively to client enquiries via the telephone or in person and relay accurate messages to other staff.
2. Make client appointments, book ops, process enquiries, requests and messages. Create new client files, update and monitor existing files, keep computer records up-dated.
3. With the help of senior members of the reception team, organise veterinary appointments and liaise with the vets to ensure the day runs as efficiently as possible.
4. Remain up to date with and promote the Health Plan to all clients.
5. Take payments at time of sale to prevent debt from being generated, having the ability to call clients after their visit if they have not paid or monies are outstanding which will include issuing statements and reminders to clients according to set protocols.
6. General clerical duties including ordering stationery, photocopying and dealing with the mail and reminders as required.

7. In the absence of your practices' nominated insurance administrator, you may be required to process claims. Full training and support will be given in order to process insurance claims according to set procedures.
8. To support stock control within the practice to ensure that products are used in a timely and efficient manner.
9. To be able to multi task and work in a fast paced environment whilst remaining calm under pressure.
10. Keep the reception areas and waiting room clean and tidy at all times. Take a pride in the appearance of these areas and organise interesting displays and notices.
11. Partake in reports and stock takes when necessary.
12. Ensure telephones are answered promptly.
13. Co-ordinate within the team to ensure the reception area is fully operational and efficient at all required times including holidays and in the event of people being off sick.
14. Assist other members of staff with other administrative duties such as booster reminders or any other tasks as may be requested by the Head Receptionist or Branch Manager.
15. Respond effectively to any complaints or seek assistance from senior member of staff if necessary to ensure client satisfaction.

Person Specification

The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively.

Criteria	Essential	Desirable
Relevant Qualifications <ul style="list-style-type: none"> • Educated to GCSE level • Administration or IT qualification • Typing qualification 	X	X X
Relevant Experience, Skills and Knowledge <ul style="list-style-type: none"> • Previous experience of providing excellent customer service • Previous experience in an administration role • Excellent telephone manner • Fully computer literate and prior experience of working with Microsoft Office Packages, Outlook and Internet • Attention to detail and accuracy in work • Knowledge of the Veterinary industry 	X X X X X	 X
Communication and Interpersonal Skills <ul style="list-style-type: none"> • Confident communicator, both on the telephone and face to face • Flexible team player • Organised and methodical in work • Ability to keep calm in a busy environment 	X X X X	

Additional notes:

As the Willows group has many branches it might be necessary for you to support other practices and be considerate of their needs as well as the needs of your own branch. Occasionally due to unforeseen circumstances, staff may need to be seconded to facilitate cover at other surgeries, and your co-operation in supporting the logistics of this may be required.

At Charter Newcastle you will be joining a team of:-

- 3 vets
- 5 nurses
- Practice Coordinator (who looks after all Charter branches)
- 2 reception/administrators

There are 3 consulting rooms and we operate to 15-minute consultation times.

This is a full-time role working 40 hours per week across Monday to Saturday shifts on a rota working between 8:15 am to 7:00 pm and 1:4 Saturdays 8:30 am to 1pm.

Full training will be provided to the successful candidate who will have experienced members of the team available to support them during induction.

Holiday entitlement is 30 days per year (including Bank Holidays) with the opportunity to buy or sell extra holidays pro-rata. Benefits also include a workplace pension scheme, uniform, colleague pet discounts, life insurance @ 1 x annual salary and enhanced maternity and paternity benefits. We also offer Healthshield benefits which cover the everyday health needs of our teams by providing cashback for dental, optical and physiotherapy costs, alongside offering wellness services such as a Virtual GP Surgery and Employee Assistance Programme (EAP). One day paid for volunteering per year. A CPD allowance is in place for Receptionists based on 1 day and £250 per year for full-time hours.

To apply please forward a covering letter and CV to Julie-Ann Goryl at the email recruitment@willowsvetgroup.co.uk quoting job reference 142 by **5 pm on Sunday 12th April 2026**.