



Position Title: Coffee Master

Date: October 2025

Location: Your Store

Direct Report to: Store Manager

Dotted Line Report to: Coffee Education Lead

Who we are – Starbucks NZ:

Our Mission: To be the premier purveyor of the finest coffee in the world, inspiring and nurturing the human spirit — one person, one cup and one neighbourhood at a time. From the beginning, Starbucks set out to be a different kind of company. One that not only celebrated coffee but also connection. We are a neighbourhood gathering place, a part of your daily routine. Get to know us and you will see we are so much more than what we brew. We call our employees partners because we are all partners in shared success. We are known to develop and support partners who are guided by the passion of providing service to others. We make sure everything we do is through the lens of humanity—from our commitment to the highest-quality coffee in the world, to the way we engage with our customers and communities to do business responsibly.

What you'll deliver in this role:

This role contributes to Starbucks success by cultivating and sharing coffee expertise with partners and customers. Coffee Masters support the development and delivery of coffee knowledge and engagement programs in collaboration with store teams and coffee leads. They create excitement and foster pride in Starbucks coffee through ongoing education and storytelling, developing partner craft, increasing customer satisfaction, and delivering business results. Coffee Masters model and act in accordance with Starbucks guiding principles.

You'll be responsible for:

Delivering Coffee Quality in Stores

- Role model exceptional hot and cold beverage quality standards. Inspire, support and educate partners on technical skills. Monitor in-store beverage quality, coaching partners to meet Starbucks standards. Train partners on new limited-time offering (LTO) recipes, and conduct skills checks to support consistent beverage quality.
- Ensure coffee equipment is clean, well-maintained, regularly checked to uphold coffee quality standards.
- Foster a culture where every drink served to customers is perfect 100% of the time. (Including latte art).

Creating a World Class Customer Experience

- Act as a coffee ambassador in stores, fostering excitement and pride around Starbucks coffee offerings. Inspire customers' coffee experiences through sharing coffee knowledge and story telling.
- Support the execution of coffee engagement programmes by facilitating customer facing tasting sessions, ensuring that partners have resources to enhance customer experiences.

Creating a World Class Partner Experience

- Deliver coffee education and share expertise with store partners to inspire passion and deepen coffee knowledge.
- Continuously coach partners on beverage quality and provide objective feedback to the store manager.
- Encourage partners to explore coffee education pathways and support their growth through mentorship and guidance.

Creating an Ownership Culture

- Setting your annual leadership engagement plan with your Store Manager and Coffee Education Lead.
- Achieving your annual leadership engagement plan and KPI's.* Re-certify annually by reviewing your leadership engagement plan, and sharing it through a Coffee Master Presentation.
- Participate in Barista Competitions and support partners in competition where possible.
- Continuously develop and improve personal craft and skills by keeping a coffee journal through active participation in the Starbucks Coffee Community Black Apron Programme



Driving Coffee Sales

- With the support of the Store Manager, set whole bean coffee targets for your store and achieve results.
- Monitor inventory levels of whole bean coffee range and manage wastage.
- Encourage frequent coffee tastings to inspire coffee passion amongst partners and customers.

Prerequisites for the Role

- Completed Starbucks Coffee Academy modules on Starbucks Global Academy.
- Possesses strong communication skills.
- Certified Barista Trainer.
- Experienced in conducting coffee tastings with customer, with a minimum of 5 conducted.

You'll own these key attributes:

- **Passion for Coffee:** Genuine love for coffee and excitement about sharing that passion with others.
- **Curiosity & Growth Mindset:** Eagerness to deepen coffee knowledge and continuously develop new skills.
- **Inspiration & Influence:** Natural ability to inspire and motivate partners to explore their coffee journey.
- **Inclusive & Patient:** Ability to guide partners at different skill levels with encouragement and empathy.
- **Pride & Ownership:** Takes pride in upholding Starbucks coffee standards and pride in their own craft.
- **Coffee Knowledge:** Advanced understanding of specialty coffee, brewing methods, origins, and tasting profiles, with a commitment to continuous learning.
- **Communication & Storytelling:** Ability to share coffee knowledge in an engaging way, bringing the Starbucks coffee story to life for partners and customers.
- **Customer Engagement:** Sharing coffee stories with customers that foster enthusiasm with Starbucks Coffee offerings.
- **Partner Engagement:** Comfortable with sharing constructive feedback with partners to elevate craft
- **Collaboration & Teamwork:** Works well with partners at all levels and collaborates with and collaborates with store teams and Coffee Education Lead to support local coffee engagement activities.
- **Adaptability & Initiative:** Willingness to step into new opportunities, take on challenges, and proactively seek out ways to enhance coffee experiences in-store.
- **Attention to Detail:** Cares deeply about the nuances of coffee quality, preparation techniques, and presentation.

*Please see Appendix 1 – Coffee Master KPI's

