

## **Job Description**

# **Ice-cream and Online Zone Manager**

**Company/Location:** Kilwins Chocolates Kitchen Retail Store – Petoskey, MI

**Reports to:** Assistant Retail Store General Manager

**FLSA Status:** Salaried/Exempt

**Date Last Revised:** October 2020

### **JOB SUMMARY**

The Ice-cream and Online Zone Manager is responsible for promoting and delivering the Kilwins experiential culture, store conditions, and operation of KCK retail and online sales with direct accountability of the Ice-cream and Online zones. This position requires excellent customer service skills, supervisory experience, outstanding organizational and planning skills, and preferability experience in retail or hospitality operations. This position must obtain a firm understanding of our ice-cream and cake production process, product offering, taste, and descriptor profiles. They must become proficient in the production and theater of zone operations. They will spend 90% of their time on the sales floor, driving sales. They must have a clear understanding of all Kilwin's retail systems and how these systems deliver the Kilwins operating model. Responsibilities include delivering a caring Kilwins experience to customers, employee supervision, training, development, production efficiency, store merchandising, quality control, ordering and continuous improvement.

### **ESSENTIAL FUNCTIONS**

1. Personally represents Kilwins Core Values, Core Purpose, Core Operating Standards, and Brand Promise.
2. Provide integrity, honesty, and knowledge that promotes the culture, values, and purpose of Kilwins Brand.
3. Works with the Franchise Relations team to ensure the Kilwins proven model is followed to increase sales and profitability.
4. Must be able to travel to and work in company stores during the busiest time on a daily and weekly basis, including days, evenings, nights, weekends, holidays
5. Ensures continuous product availability to support both KCK and Online Kitchen sales, respective rotation, and stocking levels.
6. Effectively schedules and manages zone production efficiency.
7. Upholds alignment of KCF training systems and partnering with Kilwins University training initiatives.
8. Responsible for ice-cream and online training and assists in the hiring of applicants for the zones.
9. Establishes clear lines of communication and systems with other managers which provides timely insight to major swings in online demand.
10. Documents and schedules monthly meetings consisting of items to review with the Director of Education to ensure alignment of standards. The list should include zone challenges, opportunities to improve processes, and feedback from training team of zones to enhance alignment with our brand standards.
11. Produces the zone plan and respective labor requirements for Assistant General Manager (AGM) to plan and support operations.
12. Monitors, analyzes, and reports on zone results to the AGM.
13. Manage and maintain recipe and nutritional books, adequate inventory, inventory accuracy, ordering, “My Item” offerings, merchandizing, scrap disposition with AGM and respective POS and online data.
14. Set and post weekly goals, provide supervision with daily feedback to team members.
15. Responsible for check-in of all KCK orders for freezer.
16. Responsible for organization of freezer, online and basement area for all of KCK and janitorial closet.

17. Produce and maintain gift baskets, platters, gift boxes to support both KCK and Online.
18. Must produce and maintain all packaged demands for non-cooked items such as window boxes, taffy, etc..  
The excess "retail labor" in all zones will be used to offset production labor needs in this zone.
19. Responsible for outside patio cleanliness, restrooms, dishwashing, defrosting cases, area organization, paperwork, as well as maintaining recipe and nutritional books.
20. Ensure cleanliness and ample stock of cake and quart freezer as well as beverage bins.
21. Must manage the opening, closing, and sanitization checklists, ensuring daily completion and cleanliness.
22. Responsible for ensuring customer service staff is present in the zone assigned at all times, customer-facing, and customer-focused.
23. Proactively review weekly sales trends and previous year product sales for the upcoming week and month, which drive staffing levels, production, and ordering demands.
24. Recommends to AGM assortment and price changes based on data, season or customer requests.
25. Must have general knowledge and understanding of all aspects of Kilwins retail operations and perform customer service tasks in all zones.
26. Capable of running daily store operations in the absence of the GM or AGM, including EOD procedures.
27. Displays a positive mental attitude and example by behavior for the store team.
28. An energetic personality who enjoys the retail environment, leading tours, and creating a fun and exciting store environment for everyone.
29. Assists in maintaining adequately trained staff and adherence to applicable wage and hour laws.

#### **KNOWLEDGE, SKILLS, AND ABILITIES**

1. Leadership skills, with the ability to coach and mentor others
2. Customer service oriented with a great personality and demeanor
3. Ability to multi-task and meet deadlines
4. Effectively manage conflict
5. Manage store operations independently
6. Knowledge of and ability to use all online and support systems
7. Organizational and planning skills
8. Problem-solving skills
9. Team-building skills
10. Ability to handle confidential and sensitive information
11. Knowledge of proper food handling and sanitation procedures
12. Ability to manage and follow Kilwins established documentation system
13. Must have exceptional written and verbal communication skills in the English language

#### **PHYSICAL REQUIREMENTS/WORK ENVIRONMENT**

1. Must be able to occasionally lift 50 pounds
2. Must be able to stand for long periods of time in retail store or training environment
3. Must be able to travel by aircraft and drive an automobile and have a valid driver's license
4. Must reside locally in the Petoskey area

#### **EDUCATION AND EXPERIENCE**

1. Must have leadership skills
2. Previous sales and retail management experience
3. Proficient in Microsoft tools such as Outlook, Excel and Word
4. Previous franchising experience preferred
5. College degree preferred

**OTHER DUTIES**

Please note this job description is not intended to cover a comprehensive listing of all activities, duties or responsibilities that are required of the employee for this job. Individuals may perform other duties as assigned including working in other areas to cover absences or to equalize peak work periods or otherwise balance the workload.