

## **Job Description**

# **Retail Store General Manager**

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

**Reports to:** Director of Franchise Relations

**FLSA Status:** Salaried/Exempt

### **JOB SUMMARY**

The Retail Store General Manager is responsible for delivery of the Kilwins experiential culture, store conditions and operation of all company owned stores and online sales. This position requires exceptional leadership, strong business acumen and extensive experience in retail or hospitality operations. They will be required to develop a business plan, set projections and goals, monitor, analyze and report on results for company stores. They will drive sales, make staff decisions, manage labor, overhead and food costs. They must have a clear understanding of all Kilwins retail systems and how these systems deliver the Kilwins operating model.

### **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. Must have a pro-active sales attitude working with local business and regional tour companies to increase sales.
4. Works with the Franchise Relations team to ensure the Kilwins proven model is followed to increase sales and profitability.
5. Upholds alignment of KCF training systems with Kilwins brand standards and expectations for franchise stores. Operates as a willing partner with Kilwins University training initiatives.
6. Must have a thorough knowledge and understanding all aspects of Kilwins retail operations and the ability to train in all areas.
7. Ability to manage company store operations independently and cover entire shifts as needed.
8. 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. This is a retail position not an office role.
9. Online operations - Manage online website and ensure orders are fulfilled in a timely fashion.
10. Establishing goals for the work group, develop organizational capability, and model our culture.
11. The majority of time is spent leading the team, ensuring we deliver our brand promise through direct customer interaction.
12. Builds bench strength for the organization by helping to cross-train team members.
13. Regularly conducts job assessment, performance reviews and continual feedback.
14. Provides coaching and direction to take action and to achieve operational goals.
15. Constantly reviews store environment and key performance indicators to identify problems, concerns, and opportunities for improvement.
16. An energetic personality who enjoys the retail environment, leading tours and creating a fun and exciting store environment for everyone.
17. They are responsible for customer satisfaction, employee supervision, scheduling, merchandising, tours and tour content, quality control, and training to our brand standards.
18. Displays a "Customer Comes First" attitude by training and holding people accountable for delivering exceptional customer service.
19. Maintains adequately trained staff levels and adherence to applicable wage and hour laws.

20. Plans, identifies, communicates, and delegates appropriate responsibilities and practices to ensure smooth flow of operations.
21. Maintains ServSafe certification.
22. Assures Quality Control Standards are in place and quality is maintained at all times.
23. Maintains point of sale system and follows reporting procedures.
24. Serves as a testing laboratory for new products, quality issues and marketing changes.

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

1. Strong 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 or be willing to relocate to the Petoskey area

### **EDUCATION AND EXPERIENCE**

1. Must have leadership experience
2. Previous sales and retail management experience
3. Proven track record of relevant accomplishments
4. Proficient in Microsoft tools such as Outlook, Excel and Word
5. Previous franchising experience preferred
6. 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.