

## **Job Description**

### **Retail Store Manager**

**Company/Location:** KCK Retail Store/Petoskey, MI

**Reports to:** Retail Store General Manager

**FLSA status:** Salaried/Exempt

**Date Last Revised:** January 2019

#### **JOB SUMMARY**

The Retail Store Manager is required to regularly and customarily exercise discretion in managing the overall operation of company owned stores and online sales. This position will lead the retail team, drive sales, and manage labor, overhead and food costs. This position must uphold Kilwins Core Values at all times and exhibit discretion having a clear understanding of the store's business goals. Responsible for customer satisfaction, employee supervision, development, merchandising, quality control, training, continuous improvement, and retraining.

#### **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. Leadership – setting goals for the team, developing organizational capability, and modeling behavior.
4. Upholds alignment of training systems so that it matches that of what we expect of new franchisees.
5. Is a Kilwins Ambassador on the sales floor building relationships with our guests.
6. Performs the “Keys to Success” meeting on a per shift basis.
7. Displays “Customer First” attitude by training team member on delivering exceptional customer service. Displays a positive mental attitude and example by behavior for the store team. Tracks team member training progress.
8. Responsible for overall store atmosphere.
9. Helps cross train staff so we have great bench strength.
10. Plans, identifies, communicates, and delegates appropriate responsibilities and practices to team members to ensure smooth flow of operations.
11. Develops a competent sales team that is customer focused and engaged to drive sales.
12. Assures Quality Control Standards are in place and quality is maintained at all times.
13. Maintains tour and demonstration area standards including scheduling and reservations. Gives tours and chocolate demonstrations.
14. Daily execution of on-line fulfillment.
15. Ensures adherence to applicable wage and hour laws for all team members.
16. Uses all operational tools to plan for and achieve operational excellence in the store.
17. Constantly reviews store environment and key performance indicators to identify problems, concerns, and opportunities for improvement and shares with the management team.
18. Uses creativity and visual merchandising skills to build and maintain eye appealing displays. Creatively uses POP collateral to build appealing product displays following the brand calendar. Builds and maintains gift basket and general merchandise displays.
19. Process invoices, bookkeeping, banking/deposits.
20. Operates cash register and scales.

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

1. Must be customer service oriented with a good personality and manners.
2. Ability to operate cash registers and count back change.
3. Ability to work well with others, be a good listener and follow as well as give directions.
4. Must be a role model with good work ethics.
5. Must read and speak English, and have good communication skills.
6. Ability to manage store operations independently.
7. Ability to manage effectively in a fast-paced environment.
8. Ability to manage multiple situations simultaneously.
9. Ability to manage resources to ensure that established service levels are achieved.
10. Knowledge of customer service techniques.
11. Knowledge of supervisory practices and procedures.
12. Organization and planning skills.
13. Strong operational skills in a customer service environment.
14. Strong problem-solving skills.
15. Strong leadership skills, with the ability to coach and mentor others.
16. Ability to plan and prioritize workload.
17. Ability to handle confidential and sensitive information.

## **EDUCATION AND EXPERIENCE**

1. Previous sales and management experience helpful.
2. College Degree preferred.

## **PHYSICAL REQUIRMENTS/WORK ENVIRONMENT**

1. Must be able to lift 50 pounds.
2. Must be able to stand for long periods of time.

## **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.