

Job Description

KCK Retail Store Manager

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

Reports to: Retail Store General Manager

FLSA Status: Salaried/Exempt

Date Last Revised: March, 2019

JOB SUMMARY

The KCK Retail Store Manager is responsible for delivery of the Kilwins experiential culture, store conditions and operation of KCK retail and online sales. This position requires leadership skills and experience in retail or hospitality operations. They must have a clear understanding of the store's business goals and monitor, analyze and report on results as directed by the General Manager. They will spend 90% of their time on the sales floor driving sales, while helping 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. Responsibilities include delivering a caring Kilwins experience to customers, employee supervision, training and development, store merchandising, quality control 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. 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.
5. Able to serve in the General Manager capacity in his or her absence.
6. Must have a thorough knowledge and understanding of all aspects of Kilwins retail operations and the ability to train and perform in all areas.
7. Ability to build the strength and knowledge of the team through cross training and effective feedback and follow-up.
8. Ability to manage company store operations independently and cover entire shifts as needed.
9. 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 sales position not an office role.
10. Ability to understand all aspects of the online store operations and assist if needed. The majority of time is spent leading the team, ensuring we deliver our brand promise through direct customer interaction.
11. Displays a positive mental attitude and example by behavior for the store team.
12. Provides coaching direction and takes action to achieve operational goals.
13. Constantly reviews store environment and key performance indicators to identify problems, concerns, and opportunities for improvement.
14. An energetic personality who enjoys the retail environment, leading tours and creating a fun and exciting store environment for everyone.
15. Assists General Manager in fulfilling customer satisfaction, employee supervision, scheduling, merchandising, tours and tour content, quality control, and training to our brand standards.
16. Displays a "Customer Comes First" attitude by training and holding people accountable for delivering exceptional customer service.
17. Assists in maintaining adequately trained staff levels 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.