

ASSISTANT STORE MANAGER – Summary of Responsibilities

The Assistant Store Manager is responsible for all store activities and functions in the Store Manager's absence. The Assistant Store Manager(s) will typically be responsible for the merchandising and operations of one(1) or more areas of the store. While this may be his/her primary area of responsibility, he/she will oversee other areas of the store in the absence of the Store Manager or other Assistant Manager(s).

The major job responsibilities for which the Assistant Store Manager is accountable include assisting the Store Manager in:

- Maximizing store sales and profits
- Meeting all goals (i.e. sales, new accounts, shopping scores, shrinkage, payroll, and expenses)
- Developing a qualified, well trained staff
- Ensuring proper execution of all store operations functions and company programs
- Ensuring the highest level of Customer service and satisfaction.
- Maintaining company standards throughout the store
- Protecting all company assets

The following is a list of activities to support the accomplishment of these major responsibilities:

CUSTOMER SERVICE/ SALESMANSHIP:

- Ensure that all Customers are greeted in a prompt and friendly manner.
- Ensure that all Customer phone calls are handled in a courteous and helpful manner.
- Ensure that all associates are provided with merchandise information and effective salesmanship techniques.
- Inform Customers of advertised and promotional events to increase sales volume.
- Use merchandise knowledge to increase UPTs.
- Solicit new accounts and promote V.I.P. program.
- Lead by example.

PERSONNEL:

- Recruit candidates for all positions (management, selling and non-selling associates).
- Interview, screen, and hire for associate positions.
- Assist in the preparation and delivery of performance evaluations.
- Assist in the utilization of company training programs.
- Address poor performance and administer the counseling process as necessary.

MERCHANDISING:

- Direct and ensure compliance with current Quarterly Merchandising Packet.
- Direct seasonal outposts set-up.
- Direct and ensure accuracy of sales event set-up.
- Ensure compliance with signing guidelines.
- Ensure compliance with Folded Merchandise Program.
- Ensure compliance with Private Label merchandise.
- Direct and ensure accuracy of clearance event set-up.
- Ensure compliance of fixture usage.
- Set and enforce standards for window and interior displays.
- Ensure stockkeeping maintenance is followed (including close to open policy).
- Ensure compliance with merchandise presentation standards and departmental prototypes.

OPERATIONS:

- Ensure compliance with all S.A.S.S. procedures.
- Ensure P.C.A.s are completed in a timely, thorough, and accurate manner.
- Ensure damages are completed according to procedure and shipping deadlines.
- Ensure compliance with procedures for receiving, sorting, and processing freight.
- Ensure that company assets (register and safe funds, bank deposits, equipment, etc.) are protected.
- Ensure proper maintenance of store equipment and property.
- Ensure compliance with housekeeping standards.
- Ensure R.O.P. advertising and direct mail advertising are received and scheduled as directed.

This list is a general summary of the duties and responsibilities for this position. However, there may be other responsibilities as directed by the company or the immediate supervisor to meet the needs of the business.