

STORE MANAGER - Summary of Responsibilities

The Store Manager is responsible for providing effective direction and supervision for all store associates, Assistant Store Managers, Area Managers and Supervisors.

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

- 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 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 job 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 all positions.
- Complete and administer all associate performance evaluations.
- Utilize 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.
- 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 that 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 additional responsibilities as directed by the company or the immediate supervisor to meet the needs of the business.