

# Como Friends

## POSITION DESCRIPTION September 2021

### Retail Store Manager

#### Primary Purpose

The Retail Store Manager is responsible for establishing Garden Safari Gifts as a well-managed, destination gift shop with a strong profit margin that sells a wide range of merchandise appealing to the diverse people who visit Como Park Zoo & Conservatory. The Retail Store Manager directly supervises daily operations of Sales Supervisors and front-line Sales Associates in all Garden Safari Gifts locations, inspires excellent customer service through coaching, provides effective feedback, and recognizes staff accomplishments. The Retail Store Manager must promote a fun and positive work environment that encourages communication, teamwork and an excellent visitor experience and that promotes Como Friends and its mission.

#### Experience and Qualifications

Candidates must have a minimum of three years' experience in a specialty retail or museum retail environment. The successful candidate will supervise and motivate Sales Supervisors and Associates, provide inspiration to drive retail sales and to exceed customer service expectations. They will coach and develop staff, have good organizational and communication skills, be able to multi-task and meet deadlines. They must have experience in problem solving, managing difficult customer service situations, handling cash, reconciling cash drawers, and be detail oriented. The Retail Store Manager will work a non-standard/flexible schedule with a minimum of 40 hours per week, which will include weekends, holidays, and occasional evenings.

#### Job Responsibilities

- The Retail Store Manager acts as Manager-On-Duty and will spend 50% or more of their time directly on the sales floor collaborating with Supervisors in assigning front-line Sales Associates as needed for day-to-day store operations, assisting customers to maximize sales and visitor experience, and filling in for staff as needed. The Retail Store Manager will ensure customer needs are met, problems are resolved, and service is efficient and friendly.
- The Retail Store Manager will take the lead role in recruiting, interviewing, hiring, training, and developing retail associates in all aspects of staff duties and responsibilities.
- Act as liaison between Directors and sales team to ensure clear communication of store policies and procedures and provide input for sales associates annual performance appraisals.
- Manage the day-to-day operations of a retail store including cash handling activities and dispersal of all store monies, including change orders. Assist sales supervisors and associates in daily closing of cash drawers and solving drawer problems. Oversees preparation of bank

deposits by Sales Supervisors. On a weekly basis, verifies the daily closing sheet and bank deposits prepared by Supervisors.

- Prioritize, assign, and direct work of sales supervisors, sales associates, and volunteers, including daily merchandise replenishment, store recovery and manage most of the retail botanical logistics.
- Under the direction of the Associate Director of Retail Operations, the Store Manager will maintain a consistent and appealing store appearance meeting store standards for signage, stock levels and merchandise presentation. Maintain an awareness of loss prevention, security, and safety in the shops.
- Produce weekly staff work schedule in a timely manner and work with Sales Supervisors to detail Sales Associates daily assignments.
- Produce monthly ScooterBug report by evaluating POS reports. Assist with Penny & Medallion Machine maintenance contractors and monitor the parking meter in Tropical Encounters.
- Oversee point of sale system questions from sales associates; be responsible for resolving system issues in the various retail locations and contact POS support when necessary.
- Assist the Directors and inventory staff in maintaining an accurate inventory; including routine cycle counts and annual inventory preparation, physical counts, and reconciliation.
- Support and assist with gift shop, Como Friends, and campus wide programs, initiatives, and events.
- Physical specifications: Constant moving, talking, hearing, reaching, grabbing, and standing for at least two consecutive hours. May occasionally involve stooping, kneeling, crouching, and climbing ladders. Vision abilities include close vision, depth perception, and ability to adjust focus. Involves lifting at least 30 lbs.
- Performs other duties as assigned.

## Salary and Background

The Retail Store Manager is supervised the Director of Retail Operations. The Retail Store Manager directly supervises Sales Supervisors and Sales Associates. Benefits include health insurance, dental insurance, life insurance, long-term disability insurance, short-term disability insurance, retirement plan, two weeks paid vacation, eleven paid holidays, three paid personal days and sick leave.

Como Friends is a nonprofit 501(c)3 organization that inspires community generosity in support of Como Park Zoo and Conservatory so it thrives for generations to come.

Como Friends is the nonprofit partner of Como Park Zoo & Conservatory. It manages the retail operation on the grounds of the Zoo and Conservatory.