

Job Description

Job Title:	Assistant Manager – W Store Essentials
Department:	Print + Retail Solutions
Reports To:	Manager, Store Operations & Customer Experience
Jobs Reporting:	None
Salary Grade:	USG 5
Effective Date:	August 2019

Primary Purpose

The Assistant Manager ensures the smooth day-to-day operations of their W Store Essentials retail outlet. The incumbent plays an important role in ensuring Print +Retail Solutions (P+RS) meets its goals of efficiency and customer satisfaction through their direct interactions with customers as well as their contributions during strategic discussions.

Key Accountabilities

Store Operations

- Manages the store in the manager's absence. Plans, organizes and executes floor and/or window changes and promotional events at their location
- Responsible for the selling floor, works with other staff to build sales
- Keeps the store neat, clean and properly merchandised according to store standards and merchandising plans provided by the buying team.
- Picks up and drops off the point of sale (POS) cash at the beginning and end of each business day
- Opens and closes the store according to established P+RS procedures
- Assists the Manager, Store Operations & Customer Experience with providing a strong leadership presence and control in store, while ensuring that all customers receive good service and quality merchandise
- Regularly communicates with Manager, Store Operations & Customer Experience to discuss strengths, opportunities and trends in business
- Ensures P+RS standards are met for store and associate appearance at all times
- Executes all merchandising direction, campaigns and sales promotions in a timely manner
- Ensures all pricing, signage and displays are correct at all times
- Receives regular deliveries and stocks sales floor in a timely manner
- Responsible for controlling inventory stock levels and reordering as necessary

Inventory and Product Management

- Working with the General Merchandise and Marketing teams, develops innovative visual merchandising and product display strategies that create customer engagement with products and drive sales
- Through day-to-day observation, identifies opportunities for operational efficiencies
- Implements systems and processes to establish and maintain records for the operating unit
- Manages and controls shrink through a variety of departmental strategies

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Staff Management

- Trains, supervises and mentors casual student staff, delivering consistent, in the moment, feedback and coaching
- With support from the Manager, Store Operations & Customer Experience, addresses performance and staffing issues quickly and decisively – and proactively, whenever possible – within the casual staff pool
- Assists the Manager, Store Operations & Customer Experience in hiring casual staff, actively recruiting to ensure open positions are filled quickly, as required
- Demonstrates desired behaviors for staff including driving sales, handling difficult and/or complicated sales, cash management, inventory, and follow-up with customers

Collaboration

- Interacts regularly with the retail team, P+RS staff and supports cross-promotion of products and services wherever possible
- Establishes and maintains strong customer relationships with students, faculty and staff, while ensuring that P+RS is represented professionally at all times
- Participates in strategic discussions with the General Merchandise team to develop the optimal mix of product and service offerings

Customer Service

- Commits to positive interactions with all internal and external customers, and provides appropriate level of assistance regardless of situation or location
- Ensures that all customer inquiries are handled in a professional, timely manner; and in cases when customers should be redirected to other staff, the incumbent will ensure that the redirection is complete and that the customer is not left without service
- Acts on customer requests with a sense of urgency
- Keeps customers fully informed by providing timely updates of products and availability
- Actively learns about product and service offerings and enthusiastically shares this with customers
- Builds rapport with repeat customers, working to be the go-to for a variety of needs
- Consistently creates a welcoming environment for the customer by greeting and assisting; as well as quickly responding to customer inquiries and needs

**All employees of the University are expected to follow University and departmental health and safety policy, procedures and work practices at all times. Employees are also responsible for the completion of all health and safety training, as assigned. Employees with staff supervision and/or management responsibilities will ensure that assigned staff abide by the above, and actively identify, assess and correct health and safety hazards, as required.*

Required Qualifications

Education

- University degree, or equivalent education and experience

Experience

- Minimum three years of experience working in a retail setting, with accountability for achieving sales and profitability goals and targets
- Supervisory experience, preferably in a retail environment

Knowledge/Skills/Abilities

- Business acumen and analytical skills
- Critical thinking
- Excellent written and verbal communication skills

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- Interpersonal skills and relationship-building
- Familiarity with relevant University of Waterloo policies, procedures, and guidelines including Health and Safety, Staff Employment, Conflict Management and Human Rights, and AODA requirements

Nature and Scope

- **Contacts:** Beyond connections with P+RS colleagues, the incumbent has regular contact with campus customers and departmental contacts.
- **Level of Responsibility:** For the areas under his or her oversight as outlined above, the Assistant Manager – W Store Essentials is responsible for the overall operation of their retail location.
- **Decision-Making Authority:** This position has decision-making authority for the items outlined above.
- **Physical and Sensory Demands:** This position requires exertion of physical sensory effort resulting in slight fatigue, strain or risk of injury. Some lifting, bending and stretching is required from time to time, in order to move/display products for sale.
- **Working Environment:** This position works in a typical retail store and office environment. There may be unusual hours or schedules, extended weekend hours, or weekday extended hours with varying volumes of work at different times of the year. Some travel may be required.