

Job Description



Job Title:	Coordinator, Retail Operations and Customer Experience
Department:	Print + Retail Solutions
Reports To:	Assistant Manager, Retail Operations and Customer Experience
Jobs Reporting:	None
Salary Grade:	USG 5
Effective Date:	July 2022

Primary Purpose

The Coordinator, Retail Operations & Customer Experience ensures the smooth day-to-day operations of the 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. As such, the incumbent is also responsible for responding to and resolving regular customer inquiries related to retail, print and business development opportunities. The incumbent provides exceptional customer service while interacting with customers across various channels and platforms, and through the use of service data, sets goals to continuously drive improvements across the department. The incumbent plays a key role in ensuring the effective implementation of the department's Customer Experience Strategy and other Customer Experience Working Group action items.

Key Accountabilities

Collaboration

- Interacts regularly with P+RS staff
- Liaises with internal teams to identify gaps and opportunities in the brand experience
- Establishes and maintains strong partnerships and relationships with units throughout the University and the affiliated colleges, to help P+RS achieve its goals while ensuring P+RS is represented professionally
- Communicates effectively with management and all team members
- Member of the Retail Operations & Customer Experience Team

Effective Communication & Client Service

- Models a positive, empathetic, and professional attitude toward customers at all times
- Provides exceptional customer service regardless of situation or location
- Demonstrates a commitment to resolving customer service issues to the mutual satisfaction of the customer and P+RS, wherever possible
- Responds to customer inquiries and works closely with the Marketing team to ensure accuracy and professionalism of written communications with customers
- 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
- Actively learns about promotions, products, and service offerings and enthusiastically shares this information with customers
- Works closely with the Assistant Manager, Retail Operations & Customer Experience and other customer service professionals in P+RS to ensure consistent delivery of exceptional customer experiences

Job Description

Leadership

- Assists the Manager and Assistant Manager, Retail Operations & Customer Experience with the development and delivery of customer service training sessions and modules
- Demonstrates desired behaviours for staff by following the University's Basic Principles and handling difficult and/or complicated situations in a professional, respectful manner

Effective Operations

- Consistently strives to gain expertise about all areas of P+RS – both W Store and W Print – supporting speedy resolution of customer inquiries relating to all aspects of P+RS's business
- Identifies and prioritizes gaps in the customer experience that need immediate attention
- Provides concierge-style service to customers where appropriate
- As needed, processes customer orders and maintains accuracy and integrity of POS transactions by following policies and procedures
- As needed, opens, closes, and provides support in the physical stores according to established P+RS guidelines
- Assists with year-end inventory processes
- Other duties as assigned

Store Operations

- Manages the W Store Essentials location
- In consultation with the Manager, Purchasing & Merchandising Strategy, plans, organizes and executes floor and/or window changes and promotional events
- Responsible for the selling floor and works with other staff to meet sales targets
- Keeps the store neat, clean and properly merchandised, according to store standards and merchandising plans provided by the Purchasing & Merchandising team
- Ensures that the store is opened and closed each day according to established P+RS procedures
- Assists the Manager and Assistant Manager, Retail Operations & Customer Experience with providing a strong leadership presence and control in the store, while ensuring that all customers receive excellent service and quality merchandise
- Regularly communicates with the Assistant Manager, Retail Operations & Customer Experience to discuss strengths, opportunities and trends in business
- Ensures P+RS standards are always met for store and associate appearance and behaviour
- Executes all merchandising direction, campaigns and sales promotions in a timely manner
- Ensures all pricing, signage and displays are always correct
- Receives regular deliveries and stocks sales floor in a timely manner
- Maintains storage areas in a neat and organized manner
- Responsible for controlling inventory stock levels and reordering as necessary
- Working with the Retail Operations and Purchasing & Merchandising teams, develops innovative visual merchandising and product display strategies that create customer engagement with products and drives 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 product shrink through a variety of departmental strategies

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Staff Management

- Trains and supervises casual staff in the W Store Essentials location(s), delivering consistent in-the-moment feedback and coaching
- With support from the Assistant Manager, Retail Operations & Customer Experience, addresses performance and staffing issues quickly and decisively – and proactively, whenever possible – within the casual staff pool
- Models desired behaviours for staff including driving sales, handling difficult and/or complicated customers, proper cash and inventory management, representing P+RS professionally, and relationship-building with customers

**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

- College diploma in business, marketing, customer service, retail management, operations management, logistics, human resources or a related discipline preferred
- Equivalent combination of education and/or experience will be considered
- Formal training in sales and customer experience is an asset

Experience

- Minimum of three years of progressive experience in a retail environment, with involvement in store operations, preferably in an academic setting
- Minimum of three years of experience with accountability for providing customer service
- Minimum of three years of experience providing direction to other staff members

Knowledge, Skills and Abilities

- Highly developed relationship-building and communication abilities, including interpersonal sensitivity and excellent written, verbal and presentation skills, required because of the front-line nature of the role and the many direct encounters with customers that will impact P+RS's brand and reputation
- Demonstrated computer literacy, including the ability to use relevant retail management systems and maintain data integrity
- Analytical and critical thinking skills
- Advanced problem solving, time management and conflict management skills
- Ability to manage projects, including working effectively with other team members to keep things on schedule and within budget
- Solid understanding of business operations and customer experience best practices
- Exceptional organizational skills and customer service
- Familiarity with relevant University of Waterloo policies, procedures, and guidelines including Health and Safety, Staff Employment, Conflict Management and Human Rights, and AODA requirements is an asset
- Intermediate skill with MS Office suite
- Valid 'G' driver's licence required to support events

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Nature and Scope

- **Contacts:** Beyond connections with P+RS colleagues, the incumbent has regular contact with students, faculty, staff, and the general public, and is responsible for maintaining excellent relationships with people and departments across the University and representing P+RS professionally.
- **Level of Responsibility:** For the areas under their oversight, as outlined above, the incumbent is responsible for the revenue and service performance of the W Store Essentials location and for creating a consistently stellar customer experience. This position is responsible for directing the work of casual staff members when they are working in the store.
- **Decision-Making Authority:** This position is expected to make recommendations to the Assistant Manager, Retail Operations & Customer Experience related to opportunities for improved service, sales growth and business processes that impact both the incumbent and other functional areas within the department. Decisions made by the incumbent will have a direct impact on customer experience and perceptions of P+RS.
- **Physical and Sensory Demands:** Work varies with responding to telephone inquiries, email inquiries and verbal communication with customers and colleagues. Some work requires long periods of time seated and working at a computer, and other work will require standing or moving about, sometimes for extended periods of time. Lifting, bending and stretching is required from time to time, in order to set up events and move/display products for sale. Must be able to lift boxes up to 30 pounds regularly. This position requires exertion of physical sensory effort resulting in slight fatigue, strain or risk of injury.
- **Working Environment:** This position works in a typical retail store, office and warehouse environment, with responsibilities in multiple locations across the University of Waterloo. At times, there will be unusual hours or schedules, including extended weekend and weekday hours during busy periods (e.g., Labour Day weekend; Convocation) and for P+RS events, and varying volumes of work at different times of the year.
- **Scheduling and the Possibility of Remote Work:** The Coordinator, Retail Operations & Customer Experience is required to work on campus 100% of the time, except in special circumstances when remote work is approved in advance by the Assistant Manager, Retail Operations & Customer Experience.