

Job Description

Job Title:	Assistant Manager, Retail Operations and Customer Experience
Department:	Print + Retail Solutions
Reports To:	Manager, Retail Operations and Customer Experience
Jobs Reporting:	Coordinator, Retail Operations and Customer Experience E-Commerce Assistant
Salary Grade:	USG 7
Effective Date:	July 2022

Primary Purpose

The Assistant Manager, Retail Operations & Customer Experience is accountable for supporting all aspects of effective retail operations in Print + Retail Solutions (P+RS), and for ensuring that customers across all sales channels enjoy consistently exceptional experiences. The incumbent will provide leadership in these two areas, including oversight of the W Store Essentials location, and will provide direction to full-time, contract and casual staff as needed to ensure P+RS's customers are taken care of and operations run smoothly and efficiently. The incumbent plays a leadership role in ensuring the effective implementation of the department's Customer Experience Strategy and other Customer Experience Working Group action items.

Key Accountabilities

Leadership

- Creates a customer-centric culture that proactively creates exceptional experiences for all internal and external customers by ensuring that staff handle interactions professionally, effectively, empathetically, and in accordance with the University's values
- Accountable for enforcing adherence to P+RS' standards of excellence for customer service and suggesting future improvements
- Develops and delivers evolving services and associated standards based on departmental and institutional strategies and industry best practices
- Participates in P+RS project prioritization and reviews it on an ongoing basis, while taking the initiative to make recommendations to the Leadership Team with respect to potential customer service and operational improvements to increase sales and profitability
- Models the values of the P+RS department in interactions with internal and external customers and partners
- Explores and proposes new opportunities for sales growth that are closely aligned with and sensitive to the needs of campus partners

Customer Experience

- Creates a culture of cohesive, consistent customer experience across P+RS locations and sales channels, including the accurate application of merchandising, marketing and brand standards
- Acts as the primary contact for all customer inquiries, prioritizing and delegating inquiries to the Coordinator, Retail Operations & Customer Experience, trained casual staff, or others as appropriate
- Works closely with other P+RS customer service professionals to ensure there is

adequate coverage during vacations and busy periods, which will require some knowledge of needs across all P+RS units

- Ensures that P+RS service staff engage and inspire every customer, leverage products to tell our story, add joy to customers' lives, and leave a lasting, positive impression
- Helps to define the vision for the optimal P+RS customer experience; and through effective supervision of the Coordinator, Retail Operations & Customer Experience, develops standards, practices, roadmaps and training programs to implement this vision throughout the department, and identifies ongoing opportunities for improvement, in coordination with staff throughout the department
- Regularly liaises with colleagues in other campus units as well as other campus stores to discover and develop new staff training and customer experience strategies
- Reviews KPIs related to customer experience, including measures such as customer surveys, mystery shoppers, conversion-rate tracking and in-store and online experience dashboard reports
- 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
- Fosters and creates a positive selling environment that meets P+RS goals and creates a positive customer experience that strives to exceed every customer's expectations
- Develops strategies to build customer loyalty and strengthen the P+RS loyalty program in consultation with the Retail Strategy Working Group
- Handles special cases and complaints that do not need to be escalated to the Manager, Retail Operations & Customer Experience
- Responsible for providing technical troubleshooting and problem solving relating to third-party digital course materials and publishers' technology products and content delivery mechanisms

Retail Operations and Logistics

- Ensures that operations via all P+RS sales channels are consistent and professional by working closely with the Assistant Manager, Event Coordination & Resource Utilization and the Assistant Manager, Shipping, Receiving & E-Commerce
- Supports development of, and enforces, operating policies and procedures, ensuring the highest standards are maintained, students and other customers are satisfied, and the departmental vision, mission and values are upheld, to ensure the long-term financial viability of the department
- Oversight of the W Store Essentials location in the MC building, including ensuring sales targets are met, the store is adequately staffed, and store standards and merchandising strategies are adhered to
- Ensures compliance with systems and processes to maintain records for the operating unit
- Periodically reviews and maintains current department specifications, service level standards, work processes and practices appropriate and necessary for the department's operations, identifying opportunities for efficiencies
- Working with the Manager, Accounting & Financial Analysis, coordinates and enforces effective and accurate inventory and cash control procedures
- Develops and implements effective workplace policies and procedures for safety, merchandise management and loss prevention
- Works closely with the Manager, Purchasing & Merchandising Strategy and the Assistant Manager, Shipping, Receiving & E-Commerce to ensure that backorders are monitored and appropriate and accurate communication happens with customers in a timely manner
- Assists with the annual year-end inventory count and related procedures

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- Implements appropriate evaluation mechanisms including customer and staff feedback and reports regularly on results, suggesting improvements to build stronger customer experiences
- Maintains customer service tools such as the wstore.ca chat bot and all customer service response templates
- Acts as the main point of contact for store operations when the Assistant Manager, Event Coordination & Resource Utilization is away from the store or supporting an event
- Responsible for creation of and adherence to standard operating procedures for areas of responsibility

Staff Management

- Through creative strategies and activities, fosters a strong 'team spirit' among full-time and casual staff
- Maintains a diverse, high-performing team, representative of the campus community, through consistent selection, development and motivation
- With support from the Manager, Retail Operations & Customer Experience, addresses performance and staffing issues quickly and decisively – and proactively, whenever possible – within their team
- Monitors staffing levels and future needs for areas under their responsibility, and ensures casual staffing needs are identified

Collaboration

- Meets regularly with the Assistant Manager, Shipping, Receiving & E-Commerce and the Assistant Manager, Event Coordination & Resource Utilization to ensure that operational and customer experience needs are anticipated and priorities are met consistently
- Interacts regularly with all P+RS staff and supports cross- promotion of products and services wherever possible
- Establishes and maintains strong partnerships and relationships with units throughout the university and the Affiliated and Federated Institutions to help P+RS achieve its goals, while ensuring that P+RS is represented professionally

**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

Experience

- Minimum of five years of progressive experience in a retail environment, with accountability for store operations and customer experience, preferably in an academic setting
- Minimum of two years of supervisory experience, preferably in a retail environment

Knowledge/Skills/Abilities

- Highly developed relationship-building and communication abilities, including interpersonal sensitivity and excellent written, verbal and presentation skills
- Demonstrated leadership ability and computer literacy, including the ability to use relevant retail management systems and maintain data integrity

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- 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 license required to support events

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. The incumbent also maintains excellent relationships with colleagues from other institutions to gather and share information related to providing the best retail experience possible.
- **Level of Responsibility:** For the areas under their oversight, as outlined above, the incumbent is responsible for the overall service performance, and for meeting the strategic goals and efficiency targets, set for their areas of responsibility. This position is responsible for direct supervision of the Coordinator, Retail Operations & Customer Experience and the E-Commerce Assistant, and provides functional direction to others who support their area during busy periods (e.g., casual staff who are responding to customer service inquiries). As well, the incumbent is responsible for the achievement of customer service goals and W Store Essentials financial and service targets.
- **Decision-Making Authority:** Makes decisions on timelines, budget allocation, staffing resources, and provides guidance to others. This position is expected to make recommendations to the Manager, Retail Operations & Customer Experience, and others on the P+RS Leadership Team as appropriate, 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. Some travel may be required from time to time.
- **Scheduling and the Possibility of Remote Work:** The Assistant Manager, 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 Manager, Retail Operations & Customer Experience. Vacations must be scheduled in advance so as not to interfere with

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departmental needs. In particular, the incumbent must work with their manager to ensure that no more than two of the following four people are away on planned absences at any given time:

- Manager, Retail Operations & Customer Experience
- Assistant Manager, Retail Operations & Customer Experience
- Assistant Manager, Event Coordination & Resource Utilization
- Assistant Manager, Shipping, Receiving & E-Commerce