

## GIFT SHOP MANAGER -- POSITION SCOPE

The Gift Shop Manager is responsible for executing the direction of the Zoo Director and the Office Manager to achieve business results, appropriate inventory purchasing, acquiring and developing talent for the store and providing the highest level of customer service while upholding the all company programs.

### RESPONSIBILITIES

#### CUSTOMERS:

- Ensures store exceeds customer expectation and to ensure their day was a fully great experience
- Utilizes best judgment in all customer service matters by putting the customer's needs first
- Is personally available to all customers to communicate and identify their needs and address their questions and concerns
- Exhibits exceptional customer service and selling skills, modeling appropriate behaviors for Sales staff

#### PRODUCTS:

- Provides customer and merchandise feedback as needed or as requested to office
- Provides input and influence to convey product ideas for customer to Office Manager and Director
- Places purchase orders for product inventory with vendors according to guidelines of item types to be carried, while adhering to the monthly budget

#### FINANCIAL:

- Manages execution to achieve financial goals/results within budget and on time by setting daily goals, analyzing monthly plans and managing labor hours
- Set up and Implementation of Point of Sale (POS) system to fully be operational by the end of 2010 (training provided)
- Ensures that all customers transactions are accurately processed and recorded
- Notifies Office Manager and resolves any equipment malfunctions in a timely manner
- Ensures that all necessary store supplies are available as needed

#### LOSS PREVENTION:

- Ensures that the store protects company assets through promoting awareness of LP best practices including but not limited to employee bag checks, shoplifting controls (internal & external), perpetual counts, and zone coverage
- Reports suspected or known theft to appropriate Dept. Manager, Office Manager, or Zoo Director
- Maintains acceptable inventory shrinkage with regard to season and budget
- Complies with daily cash handling and banking procedures
- Ensures that all policies are followed specific to inventory control, including executing required annual physical inventories, paperwork flow, over/short logs, markdowns, timeliness of reporting, receipt of goods, merchandise transfers and all other related inventory matters

#### OPERATIONS:

- Properly executes all visual presentation standards and promotional events set ups
- Ensures store is clean, organized, inviting and operational
- Complies with and ensures staff follows all daily, monthly, quarterly and year end requirements
- Assumes responsibility for department, ensuring that the zoo standard is met and financial goals are achieved
- Adheres to and ensures all employees are working safely and following established safety best practices

#### COMMUNICATION:

- Displays professional written and verbal communications when performing all business transactions, with customers, vendors, fellow employees or the office staff
- Maintains open and positive relations with staff, peers, Office Manager and Director

### LEADERSHIP:

- Creates and takes accountability for a consistently positive work environment that increases productivity, decreases unwanted turnover and enhances the customer experience
- Management and supervision of Sales staff
- Provides an open door policy where employees are free to express their concerns and feelings without fear of retaliations or ill will
- Communicates performance goals and hold all subordinate employees to the standard
- Creates schedules for Gift Shop Sales staff in conjunction with Admissions and Coffee Shop Manager in a timely manner to cover normal business hours and special events to distribute to staff and department heads

### HUMAN RESOURCES:

- Recruits, interviews, and selects the best candidates for job openings
- Coaches and develops employees for current and future responsibilities
- Implements company training including but not limited to customer service, selling skills and product information, store and zoo operations
- Regularly gives coaching feedback (positive and developmental) to Sales staff
- Prepares and administers Sales staff performance reviews in a timely manner
- Prepares and administers employee discipline in a fair and consistent manner
- Ensures that the store is in compliance with all employment, State and Federal laws, including but not limited to wage and hour, human rights and equal employment opportunities

### PERSONAL DEVELOPMENT:

- Exemplifies Alaska Zoo values and behaviors consistently
- Ensures that personal appearance reflects the Alaska Zoo in a family friendly and professional way
- Seeks and acts on written and verbal feedback; seeks out and learns new skills
- Maintains a healthy balance between work and personal life

### REQUIREMENTS:

- 4-5 years previous retail and customer service oriented experience with at least 2 years in a retail management role.
- High School graduate or equivalent, formal education in business helpful
- Ability to climb, reach, bend and lift up to 30 pounds frequently and 50 pounds, with assistance, occasionally
- Ability to operate cash register, basic computer programs, and display merchandise
- Ability to work on the store sales floor for extended period, 60-80% of full time weekly schedule
- Ability to communicate through oral interactions
- Must pass a background check. (NO FELONIES)
- Ability to work full time schedule, to include all zoo event days and staff call-ins if necessary. The first month employee can only expect up to 30hrs a week until trained.

Location: Alaska Zoo Gift Shop

Compensation: from \$11. Per hour to start, depending on experience; Full time position benefits: Health and Vision Insurance, 5 paid holidays, paid personal leave and vacation after probation period; free or discounted zoo programs for immediate family, i.e. birthday parties, animal encounters, behind-the-scenes tours, education camps