



**POSITION TITLE:** Retail Store Manager  
**DEPARTMENT:** Retail  
**REPORTS TO:** Executive Director

**POSITION SUMMARY:**

Butterfly Wonderland's Retail Store Manager is responsible for driving sales in Butterfly Treasures, merchandising, profitability, hiring, and training personnel while facilitating all aspects of the overall operation and performance of the store. This team member will be involved in stocking, pricing of merchandise, overseeing inventory management, semiannual inventory, performance reviews of immediate staff. Weekend and holidays availability is required.

\*This is a salary exempt position and requires a minimum of 42.5 hours of work weekly. Holiday hours are required to be worked throughout the year. These days are within the salary hour-compliant rules of no overtime or holiday. Butterfly Wonderland extends to all managers due to these requirements 3 extra PTO days to compensate. \*

**MAJOR DUTIES AND RESPONSIBILITIES:**

- Friendly, positive attitude with experience in sales and retail management; preferably entertainment venues with gift store specific items that create memories for the guest purchases
- Customer service focused; ability to handle guest issues and make a professional judgment and decision
- Ability to hire and train all sales personnel to achieve the level of sales expected; to empower staff; to coach and train and review with Executive Director any suggestions of hiring, releasing, reviews, and pay increases
- Ensures all cash procedures practiced by all retail employees are handled proficiently and correctly daily; work closely with Accounting Department to ensure all policies and procedures are followed
- Leads a sales team ensuring all members are knowledgeable about the product; knowledge about the related product in conjunction with the butterflies and all other animal-related product
- Assists Executive Director in purchasing merchandise for the store to achieve best-perceived value and pricing to create volume and profitable margins
- Ability to travel to retail and/or food trade shows with Executive Director as needed
- Sets annual sales goals, create strategies to achieve
- Actively involved in creating sales
- Ability to analyze per cap, volume sales, category sales every month
- Ability to analyze average ticket and average item sales; creating a goal to maintain every month including a goal of higher standards to be reached in retail
- Works closely with staff in maintaining inventory control of levels for reordering, restocking
- Works closely with Executive Director in maintaining an "open to buy" monthly and annual goals related to expected monthly and annual sales.
- Strategically designs, stocks, and merchandises displays that are appealing to the public and follow all of the balance and color designs of smart merchandising to create an "impulse" purchase by working closely with a visual merchandiser
- Works closely and empower staff to understand and learn the merchandise basics of a better end
- Reviews product sales monthly and evaluate selling prices
- Manages POS system, cross-train staff on system, policies, procedures, customer service, admissions

- Works as a close liaison with maintenance department after daily inspection of all store lights, carpet, wall fixtures, and wall repairs
- Oversees the maintenance of store daily (lights, carpets, wall fixtures)
- Reviews month-end reports with Executive Director
- Creates KPI reports by the 10<sup>th</sup> of each month
- Responsible for all receiving procedures and working a close liaison with Accounting Department about purchase orders, packing slips, and receivers as well as pricing of merchandise
- Weekly monitors a minimum of 2 cycle counts
- Weekly monitors/corrects all negative inventory counts
- Monitors freight costs on all incoming receivers and invoices that vendors are adhering to all agreements made at the time of purchase
- Monitors all pricing on invoices that pricing is being adhered to by vendors at the time of purchase such as discounts, volume discounts, individual pricing for both retail and cafe
- Works closely with staff that all merchandise is on display, tagged, priced correctly
- Responsible to close building as needed by working with all department managers on coverage as a Manager on Duty position (MOD)
- Must obtain a food handlers license
- Schedules coverage and/or works on holidays
- Performs other related duties as assigned.

#### **REQUIRED EXPERIENCE:**

- Successful completion of pre-employment drug screening and background check
- Allergies related to animals or plants, which might interfere with the ability to work, must be controlled by medications or protective equipment.
- Ability to operate a computer and keyboard
- Ability to sit and stand for long periods
- Ability to push/pull up to fifty pounds

#### **PHYSICAL AND MEDICAL REQUIREMENTS:**

- Successful completion of pre-employment drug screening and background check
- Allergies related to animals or plants, which might interfere with the ability to work, must be controlled by medications or protective equipment.
- Ability to operate a computer and keyboard
- Ability to sit and stand for long periods
- The employee must be able to occasionally lift or move, carry, push, or pull up to 50lbs.
- Ability to stand for long periods, as well as walk.
- Ability to use hands to finger, handle, or feel; and reach with hands and arms.
- Ability to balance, stoop, kneel, crouch, climb stairs, or crawl.
- Required to frequently talk and hear.
- No impairment of sight, smell, hearing, touch, balance, and agility of movement might interfere with the ability to work.
- Must be able to take directional cues directly or indirectly.
- Ability to work in an environment that may be loud at times.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### **Must exemplify core fundamentals of the Employee Promise, which states:**

- I am empowered to take ownership of any opportunity to exceed expectations.
- I anticipate guests' needs and pay attention to the details.

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- I treat all internal and external customers with respect.
- I am on stage! (Smile)
- I have an attitude of gratitude.
- I get it right the first time.
- I display actions that are moral and ethical.
- I always provide alternative solutions.
- I am committed to learning every aspect of our products and services.
- I use the 10/5 rule, 10 feet I acknowledge my guest's presence with a smile and at 5 feet. I greet them with a courteous word.
- I use name recognition at every opportunity
- I take personal responsibility for our surroundings.
- I am accountable for my tools and resources.
- I value the contribution of every team member.

### **Signatures**

This job description has been approved by all levels of management:

The employee signature below constitutes the employee's understanding of the requirements, essential functions, and duties of the position.

Employee \_\_\_\_\_ Date \_\_\_\_\_