



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

POSITION SUMMARY:

Butterfly Wonderland's Store Manager is responsible for the overall operations of the retail store inclusive of driving sales, be knowledgeable on merchandising themes, profitability, hiring and training personnel while facilitating all aspects of the overall operation and performance of staff and sales.

Retail Manager is responsible to be part of the overall management team in assisting with all operational solutions that may occur.

Will be required to work all weekend days, major holidays as allocated.

*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 2 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 that create memories for the guest purchases. Multi-tasking abilities
- Communication is of key importance with leadership, suppliers, guests, and staff
- Customer service focused; ability to handle guest issues and make a professional judgement and decision
- Ability to cohesively work with all management staff on creating an environment of customer focus, education, and entertainment. Participate in management meetings.
- Problem solver – as in retail all sorts of solutions may be required daily and a high comfort level is needed as well as independence to solve
- This position is also a support management role to all departments as needed with guests' solutions and needs
- Retail environment can be fast paced and full of changes, daily stresses, able to be comfortable handling a variety of situations
- Actively be involved in the merchandising design of the store and cognizant of high traffic and selling areas. Work closely with merchandiser on displays, suggestions of merchandise
- Create and be active in promotions to induce higher sales
- Strive and focus daily on the sales goals, empowering all sales staff to participate
- Be knowledgeable of all merchandise that are slow sellers or discontinued to place on sale
- 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, policies and pay increases
- Ensuring 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
- Create scheduling of staff to business needs of the company and setting schedules a minimal of 7 days ahead. Alteration of any schedules to cover the urgency of holiday coverage, high volume sales periods in staff levels, recovery of floor stock and receiving is sole responsibility to manager's accountability
- Create a knowledge program/schedule staff meetings for all retail to be able to identify vendors and their product

- Be knowledgeable/aware of any/all comments on purchase orders pertaining to merchandise
- To assist in receiving of all merchandise; ensuring all tags are correct.
- Responsible for receiving procedures – tags, receiving, cost changes, tagging, restocking, retail price changes
- Responsible for annual inventory orchestration
- On arrival of stock that is not on a purchase order. Work with inventory specialist/buyer for assignment and creation of sku and purchase order
- To maintain a copy of the Revenue/Retail SOP for reference on procedures that may arise for review
- Retail team members to maintain an order of neat storage space for back up stock
- To analyze per cap, volume sales, category sales on a monthly basis, negative merchandise and complete KPI (Key Performance Index reports) by the 12th of each month to understand the flow/needs of the business. Forward copy of complete KPI to Executive Director
- Manage POS system, cross train staff on system, policies, procedures, customer service, admissions assistance as needed
- Maintain a Galaxy sign on for manager assistance at admissions windows
- Work a close liaison with maintenance department after daily inspection of all store lights, carpet, wall fixtures and wall repairs
- Monthly correct all negative inventory counts as they arise making sure all are corrected before close of month
- Monthly complete all damages before close of month
- Be cognizant of any large discrepancies in inventory and correct as soon as possible
- Work closely with staff that all merchandise is on display, tagged, priced correctly daily
- Responsible to close building as needed by working with all department managers
- Order all supplies needed for a successful retail guest experience - tags, bags, tissue , receipt paper ,as needed and staying within budget as able -
- Must obtain a food handlers license
- Prepare daily, weekly deposits for Accounting Department for bank drops as directed by Accounting Department
- Maintain web store on all sales and inventory daily as needed– process sales, package and ship efficiently all order
- To be able to travel to retail trade shows as needed
- Work a close liaison with Retail Inventory Specialist on inventory needs, new merchandise and cycle counts
- Handle any incidents of guests being injured and familiar with Crisis Plan protocol
- All other duties as assigned by Executive Director

REQUIRED EXPERIENCE:

- Successful completion of pre-employment drug screening and background check
- Allergies related to animals or plants, which might interfere with 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 of time
- 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 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 of time
- Employee must be able to occasionally lift or move, carry, push, or pull up to 50lbs.
- Ability to stand for long periods of time, 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 which might interfere with 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 guest needs and pay attention to the details.
- 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 product 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:

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

Employee _____ Date _____