

## **LIQUOR OPERATIONS MANAGER**

### **NATURE OF WORK**

This work is retail operations management that is primarily administrative and supervisory in nature, but at times requires “hands-on” retail merchandising and sales work, including public contact. The work includes responsibility for planning, directing, and supervising, all operations for three municipally-owned off-sale liquor stores with combined annual sales over \$8 million. The scope of supervision includes both full-time and part-time staff, including 7 FTE of supervisory staff, and 11 FTE of retail clerks. The work is performed with considerable independence under the general supervision of the Finance Director and is reviewed through discussion, reports, formal performance evaluations and observation of results obtained.

### **ESSENTIAL JOB FUNCTIONS**

By delegating, or by performing directly, this position is responsible for the following essential functions:

1. Establishes and implements retail objectives, marketing strategies, operating plans, and budgets; both to maximize profits and to meet the public safety purpose of municipally-owned liquor stores.
2. Prepares, implements, evaluates, and adjusts annual marketing plan encompassing external and internal advertising, social media and web-based customer development, as well as various promotional activities including product tastings and community event partnerships.
3. Establishes and implements customer service practices, including expectations for customer contact, floor selling, and customer education to promote profitability.
4. Ensures all window and internal displays are appropriate and current with general market trends. Rotates displays periodically for diversity and to coincide with seasonal changes.
5. Purchases merchandise for resale in the amounts and types consistent with established objectives and marketing strategies. Stays informed on consumer and industry trends. Selects merchandise to achieve maximum customer interest and profit.
6. Establishes retail prices and discounts consistent with established objectives and marketing strategies, promoting items with the best profit potential.
7. Establishes and implements procedures for inventory management, including procedures for receiving deliveries and maintaining perpetual inventory records integrated with point-of-sale systems.
8. Hires, trains, schedules, assigns work to, supervises, evaluates, and disciplines, store employees.
9. Conducts and attends staff meetings. Manages communications within the store operations and between the store operations and other city departments.
10. Purchases supplies, equipment and services for the operation of the stores.
11. Responsible for the safe and efficient daily operation of the stores; including proper opening and closing of stores, control of keys and access cards, bank deposits and financial controls, proper responses to emergencies and security issues – including afterhours alarms.
12. With the assistance of the Facilities Maintenance Supervisor, inspects and coordinates building and grounds maintenance at the stores. Has primary responsibility for the general appearance of the stores.
13. With the assistance of the Facilities Maintenance Supervisor and/or external contractors, coordinates physical improvements to the store buildings as required.
14. Other functions as required.

### **REQUIRED QUALIFICATIONS**

High school graduation or equivalent.

Two years supplemental coursework in retail marketing, business administration, industrial relations, or other field applicable to retail management.

Five years off sale liquor experience, with a minimum of three years at a management level.

Extensive knowledge of liquor, beer, and wine purchasing.

**DESIRED QUALIFICATIONS**

A bachelor's degree in retail marketing, business administration, industrial relations, or other field applicable to retail management.

Five or more years management experience, including management of both supervisory and non-supervisory staff.

Two or more years of experience in municipal liquor operations.

**KNOWLEDGE, SKILLS, AND ABILITIES**

Considerable knowledge of warehouse retail business practices and procedures.

Considerable knowledge of proper methods of meeting and serving the public.

Knowledge of liquor store stocking and inventory techniques and of the various types and brands of liquor.

Ability to communicate effectively, both orally and in writing.

Ability to establish and maintain effective working relationships with vendors, customers, employees, peers, supervisors, and the public.

Ability to supervise employees in a manner conducive to high morale and effective performance.

Ability to effectively promote merchandise to maximize profits.

Ability to conduct successful floor selling and train and supervise employees in floor selling.