

## **Wild Birds Unlimited – Rock Hill, SC**

### **Assistant Manager Job Description**

The Assistant Manager reports to the Store Owners and is responsible for the day-to-day operations of the store, including sales floor and backroom. The Assistant Manager personally provides a high energy customer experience as well as models and motivates others to do the same. Strong interpersonal skills, self-motivation, initiative, excellent problem-solving, and an “eye” for what needs to be done are critical. The Assistant Manager is available to work weekdays and weekends with hours subject to change based on the needs of the business.

#### **Selling / Customer Experience:**

- Understands that ensuring high energy customer experiences is their top priority.
- Understands, follows, and models the WBU Ten Touch Points in every customer contact.
- Uses successful selling skills to complete the sale, satisfy the customer on sales as well as returns/exchanges, and provide added value to every transaction.
- Has read and understands the Product Information Handbook and promotes the sale of our Target Products. Learns the features, benefits, and selling points of all new products as they come in.
- Has completed the Certified Birdfeeding Specialist Program.
- Oversees execution of Person in Charge (PIC) of the Customer Experience and is empowered to direct employees and Owners to ensure all customer needs are being met.
- Successfully completes all available Online WBU Learning (OWL) training modules and completes new modules within 1 month of issuance.
- With other employees, helps maintain a clean, neat, and exciting sales floor including displays, restocking, rearranging as necessary, etc.
- Wears the logo name badge and logo apparel while working on the sales floor.

#### **Personnel Management:**

- Demonstrates a positive, enthusiastic and professional personal image that adds to store and sales team energy.
- Assists Owners with the hiring, scheduling, coaching, and training of store personnel.
- Assists in assigning duties for store staff and insuring satisfactory compliance and completion.
- Meets regularly with Owner(s) to discuss current and upcoming priorities and goals, sales focus, responsibilities, duties, and tasks. Assists Owners in establishing goals and sales targets and motivating staff to achieve.
- Oversees employees’ activities on the sales floor and in backroom.
- Works with Owners to create monthly Staff Meeting agendas and conducts meeting segments as assigned.
- Completes any other duties as assigned.

#### **Merchandising:**

- Assists with ongoing inventory management and year-end inventory as assigned.
- Creates store displays as directed by the Owners.

- Oversees the restocking and accurate pricing of merchandise, and resetting displays as inventory depletes.
- Assists the Owners in maintaining adequate inventory levels. Orders specific merchandise as assigned.

#### **Marketing:**

- Understands the details of all sales, programs, promotions, ads, events, etc.
- Is familiar with all store online content including emails, website, blog, Facebook, and Twitter.
- Assists Owners with training employees on upcoming promotions.
- May assist Owners in preparing marketing materials.
- May assist in public relations, community talks, shows, and/or programs.

#### **Administrative Control:**

- Adheres to all store policies, procedures, and best practices regarding ringing of all transactions and administrative duties.
- Shares in the responsibility of opening and/or closing the store, the accurate accounting of all cash and charge receipts and bank deposits.
- Trains new employees on the use of POS.
- Assists Owners in creating written procedures for all store processes.
- Practices and models wise expense management.
- Maintains confidentiality of store financial information as well as customer and staff personal information.

#### **Loss Prevention & Safety:**

- Adheres to all store policies and procedures regarding personal and store security.
- Helps keep store, backroom, and adjacent outside areas clean, organized, and safe.
- Communicates security and safety concerns to Owners.

#### **Computers / Technology:**

- Becomes highly proficient in the use of the Retail Management System and is able to troubleshoot problems in POS.
- Becomes highly proficient in the use of the internet, store computers, and the store wireless network and is able to troubleshoot problems as they arise.
- May be called upon to use secured online WBU resources and Office programs such as Word, Excel, and Publisher.

#### **Store Maintenance**

- Maintains good housekeeping standards to help present a clean and well-presented store.
- Ensures store personnel adhere to store cleanliness standards.
- Helps keep store and backroom clean & organized.