



Title: OFF-SALE MANAGER
Effective Date: January 2015
Grade: 17
Background Check Required: Criminal BCA, Outstate BCA, Driver's License, and Reference

DESCRIPTION OF WORK

General Statement of Duties:

This position is work of significant complexity and difficulty, and is generally responsible for the preparation and management of the annual operating plan, development of retail objectives, marketing and merchandising concepts, purchasing, pricing, advertising and supervision of staff.

Supervision Received:

Works under the general supervision and direction of, and at the will of, the City Council.

Supervision Exercised:

Directly supervises and/or manages all liquor store employees.

TYPICAL DUTIES PERFORMED:

The duties listed are for illustrative purposes and do not necessarily include all of the duties or activities performed by this position. Actual duties performed will vary on a day-to-day basis.

1. Determine products and brands to be carried, and select and place orders with vendors and suppliers to establish and maintain appropriate inventory levels while maintaining an acceptable cost of goods sold percentage.
2. Evaluate, recommend, and develop retail objectives for the liquor operations, including: marketing, customer service objectives; operating plans; advertising strategies; and store improvements.
3. Prepare annual budget and make budget recommendations to the City Council.
4. Review inventory history and sales on an on-going basis to ensure that profit margins and projected sales volume are achieved.
5. Implement and maintain effective internal controls to effectively minimize loss of store assets and inventory.
6. Supervise the liquor store employees including prioritizing assignments, defining job expectations, completing employee evaluations, and scheduling work.
7. Develop and coordinate effective and necessary training programs for staff, encourage cross training opportunities for employees, and participate in the interviewing, testing, and hiring of store personnel.

8. Ensure the good housekeeping and overall maintenance and security of building, surrounding grounds and equipment.
9. Respond to public inquiries and complaints concerning the liquor store, investigate difficult and sensitive citizen inquiries and complaints, solve problems and maintain good relations with the citizens.
10. Establish policies and procedures and review and audit positions with responsibility for the handling of money to insure integrity in the exchange and deposit of money for the liquor operation.
11. Direct and assign the bookkeeping duties of the liquor operation, including but not limited to: entering data in a computer terminal; balancing input data; preparing source documents for entry; preparing matching verifying and/or coding purchase orders and invoices and finalization of all financial reports.
12. Recommend to City Council equipment and technology necessary to perform liquor store sales and inventory, coordinate and process requisitions for needed materials and equipment and obtain bids and estimate on work to be contracted.
13. Direct and assign the preparation of bank deposit statements and requisitions to obtain funds for payment of bills and, compile data for preparation of monthly, quarterly, or annual financial reports.
14. Keep the City Council informed and make recommendations on critical issues and provide information and advise on the liquor store at City Council meetings, Council Work Sessions, and Liquor Committee meetings.
15. Ensure compliance with pertinent Federal, State and local codes, laws and regulations including the Minnesota Data Practices Act, OSHA and State Liquor Control Agency and, comply with all city and departmental policies and procedures.
16. Anticipate and communicate public interest and concerns about the liquor store and its operations, and stay abreast of new trends and innovations in the field of liquor, marketing, business, maintenance and administration.
17. Direct and assign new product entry, shelf labels, report generation, and expense vouchers utilizing various technologies.
18. Review and evaluate all daily, weekly and monthly financial reports. Utilize these reports monthly in updating the annual budget to ensure profit objectives are met and in providing a quarterly and annual report to the City Council for review.
19. Develop, recommend and provide appropriate training programs to keep all liquor store staff informed and knowledgeable of store products.
20. Provide work direction to retail clerks, including prioritizing assignments, clarifying job expectations, conduct employee evaluations, and scheduling work as necessary for call-in or shift-cover necessities.
21. Train new employees.
22. Prepare bank deposits.

23. Check in product deliveries, stock shelves, and prepare on-going list of low-stock items.
24. Maintain surveillance for shoplifter-prevention and implement and maintain directed internal controls to effectively minimize loss of store assets and inventory.
25. Respond to public inquiries and complaints concerning the liquor store, investigate difficult and sensitive citizen inquiries and complaints, solve problems and maintain good relations with the citizens.
26. Assist customers in merchandise selection, ring up sales appropriately, and package and assist in carry-out of sales for customers as necessary.
27. Arrange and conduct the good housekeeping and overall maintenance and security of building, surrounding grounds and equipment.
28. Arrange and assist in the taking of physical inventory and merchandise ordering as directed.
29. Perform such other duties related to the position as necessary.
30. Required to work some evenings, nights, weekends, and holidays.

KNOWLEDGE, SKILLS AND ABILITIES:

1. Considerable knowledge of retail operations including principles of influence systems, such as motivation, incentive, and leadership.
2. Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
3. Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
4. Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
5. Skill in performing mathematical and financial computations including addition, subtraction, multiplication and division; use of decimals and percentages, and fractions; computing discount, interest, profit and loss, ratio and proportion, and; calculating surface areas, volumes, weights, and measures.
6. Demonstrable ability to exercise independent judgment to apply facts and principles for developing approaches and techniques to problem resolution and the direction, control and planning of an entire program or set of programs.
7. Demonstrable ability to coordinate, manage, strategize, and/or correlate data and/or information. Includes exercise of judgment in determining time, place and/or sequence of operations.
8. Ability to exert moderate, though not constant physical effort, typically involving some combination of

climbing and balancing, stooping, kneeling, crouching, and crawling, and involve lifting, carrying, pushing and/or pulling of objects and materials of moderate weight (50 pounds) frequently. Tasks may involve extended periods of time at a keyboard or workstation.

9. Ability to function in a supervisory/managerial capacity for a group of workers. Includes the ability to make decisions on procedural and technical levels.
10. Ability to effectively interact, participate and contribute to a high performing liquor store, and to effectively interact with all levels of City personnel.

QUALIFICATIONS

Minimum Qualifications:

A two year business degree from an accredited college or university in merchandise retailing, marketing, business management, finance or related field with two years progressively responsible experience in a related position with supervisory responsibilities, or an equivalent combination, valid driver's license, computer proficiency (Microsoft Office Suite and publishing software). Any combination of education and experience that provides equivalent knowledge, skills, and abilities will be considered.