
City of Benson Job Description

Position: Liquor Store Manager
Department: Liquor Fund
Reports To: Director of Finance
Days/Hours: Monday through Saturday
Varies according to duties

JOB SUMMARY:

Under limited supervision, this position is responsible for administrative and retail sales work managing the operation of the municipal liquor store and bar which includes the supervision of all personnel.

ESSENTIAL FUNCTIONS:

- Plan, oversee and direct retail liquor store operations and staff.
- Perform opening and closing duties.
- Regularly perform the duties of a Full Time Clerk.
- Purchase products to obtain the most cost effective purchases considering volume, brand, cost, turnover, shelf life, storage capacity, delivery needs and customer buying preferences.
- Supervise the process of receiving products to ensure the accuracy and proper storage of inventory.
- Direct the setting of prices for all merchandise sales to assure attainment of profit margins.
- Supervise/conduct periodic inventory process and provide data to Finance Department.
- Develop and implement retail objectives, policies and procedures including customer service objectives, operating plans, advertising strategies, purchase plans and store improvements.
- Develop operating plan and budget including projected capital expenditures, revenues, expenses and profits and submits for review to Finance Director.
- Monitor revenues and expenses against budget estimates throughout the year.
- Develop and oversee implementation of policies, procedures, and practices to ensure employee safety and compliance with laws and regulations regarding the sale of alcoholic beverages.
- Assist upper management with staffing issues such as interviews, and recommendations for hire, reward, discipline and discharge.
- Directly supervise full time employees, including new employee orientation/training, assigning and prioritizing work, periodic required training, and conduct performance reviews: may recommend reward and discipline/discharge as appropriate.
- Directly responsible for the training, supervision, evaluation, reward, discipline and discharge of Part Time employees.
- Directly responsible for maintaining good customer relations, the proper checking of identification and handling of difficult customers.
- Prepare reports, track sales and transfers, reconcile cash receipts and prepare other reports upon request.
- Perform and supervise the performance of housekeeping and overall preventative maintenance and minor repairs and security of the building, equipment and grounds.
- Review and authorize all vendor invoices for payment by finance department.
- Supervise the continued product knowledge education of all liquor personnel.

ADDITIONAL DUTIES AND RESPONSIBILITIES:

- Attend Liquor Board and/or Council meetings to present updates and/or answer questions.
- Continue to increase and maintain knowledge and management skills by attending seminars, conventions and tastings to stay current with market evaluations, techniques, and new laws and regulations.
- Ability to manage staff to obtain a positive and motivated work environment.
- Ability to proactively greet customers; be friendly, professional, polite and helpful in dealing with customers and employees. Represent the City in a positive and professional manner at all times.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Considerable knowledge of liquor store management including bookkeeping, merchandising, retail sales and customer service.
- Considerable knowledge of laws related to the sale of liquor and operation of a business.
- Considerable ability to analyze information, perform mathematical calculations and prepare reports.
- Considerable ability to communicate effectively with the public, elected officials, staff, vendors, law enforcement, and customers.
- Considerable ability to use judgment and discretion in sales based on age, state of intoxication, and/or the possibility of bad checks.

MINIMUM TRAINING AND EXPERIENCE REQUIREMENTS: (The following statement represents the minimum experience and training standards which will be used to admit or reject applicants for interview and selection, provided that equivalent substitution will be permitted in case of deficiencies in either experience or education).

- Associate degree in retail marketing, business administration, merchandise retailing.
- 5 years' experience in managing a retail store operation including supervisory responsibilities.
- Demonstrated ability to merchandise and display retail products.

DESIRED QUALIFICATIONS:

- 5 years' experience as a Liquor Store Manager.
- Extensive knowledge of liquor retailing and product lines sold in liquor stores
- Extensive knowledge of computer assisted inventory and control.

MINIMUM PHYSICAL REQUIREMENTS (if any): (The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions).

While performing the duties of this job, the employee is regularly required to sit, walk, talk, see and hear.

The employee frequently is required to use hands to finger, handle or feel objects, tools, or controls and to operate a variety of office and/or store equipment. The employee is frequently required to reach with hands and arms, climb or balance, and stoop, kneel, or crouch.

The employee must occasionally lift and/or move up to 100 pounds and frequently lift/move a minimum of 50 pounds

Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT:

- Noise level is occasionally noisy.
- Moderate exposure to cleaning chemicals.
- Infrequent contact with unruly customers.

SUPERVISORY RESPONSIBILITIES (if any):

- Directly responsible for training and performance of all full and part time liquor store and bar employees.