

## Job Description –Gift Shop Manager

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### JOB DESCRIPTION – GIFT SHOP SALES LEAD

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#### 1. INTRODUCTION

- 1.1. The purpose of this procedure is to define authorities, responsibilities, principal duties, reporting relationships, and measures of performance for the Gift Shop for Greenhouse Garden Center. 1.1.1 Gift Shop merchandise includes: Seasonal, accessories, books, cards, lamps, pictures, candles and floral.

#### 2. FUNCTIONAL ROLE

- 2.1. The role of the Gift Shop is to continually improve customer service and profitability of the company.
- 2.2. Maintain a high quality standard as lead sales.
- 2.3. The overall impact of the Gift Shop is to enhance the aesthetics of the nursery and to provide interesting merchandise relative to current design, trends and color.

#### 3. REQUIREMENTS

- 3.1. *Minimum Education* –High School graduate with employment equivalent in a related retail area.
- 3.2. *Preferred:* career related degree or equivalent job experience (i.e. House wares, Giftware, Interior Design) with increased responsibilities in the areas of buying, merchandising & display, stocking, receiving, general business operational cash register use and training.
- 3.3. *Experience* – years working in the retail gift industry.
- 3.4. *Skills, knowledge and Abilities* –
- 3.4.1 **Gift and Home Accessory Industry:** Ability to understand and implement principles of retail sales, merchandising, stock rotation, inventory control, and seasonality.
- 3.4.2 **Interpersonal:** Ability to work independently, in a fast paced retail environment.
- 3.4.3 **Technological:** POS computer software (with appropriate training), daily knowledge of day-to-day business operations.
- 3.5. *Reasoning Ability* - Ability to apply principles of logical thinking to wide range intellectual and practical problems. Ability to deal with a variety of abstract and concrete variables. Ability to manage a variety of activities simultaneously. Ability to formulate and calculate pricing strategies for all areas of responsibility.

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- 3.6. *Language Skills* - Ability includes, reading, writing spelling, and the ability to communicate clearly on technical and business topics in the English language. Ability to communicate instructions both orally and in written form in a clear concise manner. Ability to speak with poise, voice control and confidence with a well modulated voice.
- 3.7. *Physical - Body Positions* - Standing and/or sitting for long periods. The position occasionally requires stooping, kneeling, ladder and stair climbing and crouching. The physical demands are representative of those that must be met by the employee to successfully complete the job. Ability to lift up to 30 lbs, 20/20 eyesight (corrective devices included) and substantial sustainable physical stamina.
- 3.8. *Body Movements* - Use of hands, arms, eyes and voice. Must also be able to use telecommunications. Ability to physically observe operations, listen and actively participate in communicating effectively with employees, customers and public.
- 3.9. *Mental* - Requires analytical and statistical knowledge using general business mathematical skills. Ability includes, reading, writing spelling, and the ability to communicate clearly on technical and business topics in the English language.
- 3.10. *Working conditions* - Retail store, office environment, storage areas, and outdoor trash receptacles. The work is performed through a variety of seasonal climatic changes.
- 3.11. This position has the responsibility and authority to create and implement task sheets for all positions for which he/she is responsible.

## 4. RESPONSIBILITIES

- 4.1. Be the focal point insuring the department continually focuses on increased customer service and profitability. Is personally responsible for the accuracy and financial integrity for the department's operational and sales records for Greenhouse Garden Center.
- 4.2. Ensure accurate, confidential and secure files for the company.
- 4.3. Ensure all required banking information (i.e. use of company credit card or company checks for purchases and expenses) is completed correctly and timely.
- 4.4. Support and enforce all company policies and procedure relating to the

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position's areas of authority.

- 4.5. Keep Administration advised of the cash position, paid-outs, voids and all other corrective requirements.
- 4.6. Assist in preparation and follow-up of Greenhouse Garden Center department budget.
- 4.7. Ensure all department inventory, materials, and supplies are systematically ordered and accounted for in a timely manner. All of the above purchase orders should be sent to Administration & Finance on a daily basis.
- 4.8. This position is responsible for follow-up on vendor request for credit and pick up.
- 4.9. Ensure all customers inquire in regards to his/her account is handled in a timely and professional manner. Administration & Finance must clear any and all new customer accounts.
- 4.10. Maintain good to excellent inter-store and main office working relationship.
- 4.11. Ability to add content for Website and Facebook.
- 4.12. Receive, stock, merchandise and maintain the highest quality gift ware items at the best and most appropriate possible price, taking into consideration current trends in the market, current design, competitor trends, vendor specials, and customer demographics.
- 4.13. Provide the highest quality and most accurate customer service consistent with those of Greenhouse Garden Center standards and expectations through behavior modeling, training, and coaching.
- 4.14. Oversee and be readily available to the staff during retail operational hours.

### 5. PRINCIPAL DUTIES

- 5.1. Maintain a system of inventory and budgetary controls including policies, procedures, programs and practices, as necessary for the operation of the department. Keep department books and records in compliance with legal requirements.
- 5.2. Prepare work (tasks and duties) schedules and other information for all personnel assigned to the department.

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- 5.3. Substantiate business transactions, paid outs, posting charges and billings in proper accounts.
- 5.4. Handle invoicing questions and receivable complaints and forward to Administration & Finance.
- 5.5. Document shrinkage monthly for accounting usage. Supply Administration & Finance with necessary and related documentation. Document all in-store usages for Use Tax Filing.
- 5.6. Using the approved pricing strategy, calculate retail prices for gift items and supply said information to stocking and receiving personnel. Supervise stocking and pricing; spot check stocking and pricing for accuracy.

### 6. MEASUREMENTS OF PERFORMANCE

- 6.1. All department records are kept neat, readable and error free.
- 6.2. All reports required by management, are done in a timely manner.
- 6.3. Any material losses, or customer complaints are noted and reported immediately to the Chief Operating Officer.
- 6.4. Display good judgment in timely reporting matters or problems to the Chief Operating Officer.
- 6.5. Make optimal use of time during working hours and assist Chief Operating Officer with special projects.
- 6.6. Consistently display ability to recognize and deal with priorities.
  - 6.6.1. Customer Service.
  - 6.6.2. Sales.
  - 6.6.3. Staff training and utilization.
  - 6.6.4. Housekeeping issues.
- 6.7. Display good planning skills that suitably fit into Greenhouse Garden Center total goals.
- 6.8. Workspace is organized and management and co-workers easily obtain information.

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### 7. ACKNOWLEDGMENTS

7.1. I have reviewed and understand the above job description and believe it to be fair, accurate and complete. I also agree that the Chief Operations Officer has the right to change or modify this job description at any time and I will be allowed to review the document and be requested to once again sign it before it becomes a part of my personnel record. I also understand that this Job description is not an employment contract nor guarantee of employment for any specific period.

Gift Shop Manager: \_\_\_\_\_ Date: \_\_\_\_\_

Chief Operating Officer: \_\_\_\_\_ Date: \_\_\_\_\_