



JOB DESCRIPTION

Position Title:	Assistant Retail Store Manager
Department:	Retail
Reports To:	Store Manager
Supervises:	Sales Associates, Shift Leaders
Oversees:	N/A
FLSA Status:	Exempt
Last Revised/Approved:	July 2021

POSITION SUMMARY:

The Assistant Retail Store Manager is responsible for day to day store performance, including staff oversight, sales, customer service, and visual merchandising in the absence of the store manager; maintaining and supporting a positive and effective store staff while creating an enjoyable shopping experience for our customers.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Responsible for creating a very positive ("glass half full") atmosphere for both customers and employees as a mascot of the brand; responsible for the customer experience from the time customers enter until they leave the property.
2. Supports the store manager and team through supervising, motivating, developing, guiding, and giving direction to all store staff; works with the store manager to recognize exceptional performance and address disciplinary issues.
3. Offers excellent customer service and sales advice on the sales floor during retail hours.
4. Opens and closes stores on a set schedule; openers arrive 15 to 30 minutes ahead of store opening.
5. Helps the store meet sales goals through exceptional customer service and genuine salesmanship, including meeting/greeting every customer, interacting with customers, asking leading questions, providing product information and helping customers make purchases.
6. Help educate and train store staff on merchandise, registers, customer service and salesmanship.
7. Help maintain an environment of discovery in the store that sparks customer interest through an always changing opulent environment.
8. Executes Mexicali Blues processes and procedures that ensure that the "back" of the store works as well as the "front" from a customer perspective.
9. Performs opening and closing store procedures (Register, Security, Banking, Paperwork); takes care of all onsite financial matters and ensures proper security of cash, receipts, merchandise, etc.
10. Ensures proper prevention of loss and theft in the store.
11. Serves as a positive role model, sets the tone for the store, etc.

NON-ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. May model Mexicali Blues clothing for "lifestyle" shots, to be used on the website, print ads, and social media.
2. Performs other duties as assigned.

GENERAL EXPECTATIONS:

1. Maintain customer and company confidentiality.
2. Participate in training as applicable to the position.
3. Put the customer first and participate as part of a team for service delivery and sales.
4. Inform the manager of problems or issues that present barriers to customer service or sales, such as policies, procedures, product quality or availability, etc.
5. Work safely and report all work related injuries, incidents or concerns immediately.
6. Work independently in a fast paced and ever changing environment with multiple needs, priorities and deadlines.
7. Work effectively with a wide range of customers and the general public.

PHYSICAL REQUIREMENTS:

The physical requirements described here are representative of those that must be met by the Incumbent 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 and talk or hear. The employee is required to stand (up to 10 hours in a day) and walk frequently; must be able to lift up to 50 pounds; frequently required to speak and hear, including on a telephone; occasionally uses hands to operate a standard computer keyboard, use a computer, mouse, fax machine, printer and copier. Specific vision abilities required by the job include close vision, distance vision, and the ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those the incumbent encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The majority of the work occurs in the store. Hours include nights and weekends (at least one weekend day each week).

QUALIFICATIONS NEEDED FOR POSITION:

Experience and Skill Requirements: The following requirements and skills are considered essential:

- Preferably with 3 to 4 years of experience in the field of retail sales.
- Proven talent for personnel training, coaching and development.
- Possess good written as well as verbal communication skills.

- Possess good organizational skills.
- Ability to multi-task and adapt to change.
- Good interpersonal skills for interacting with customers and colleagues.
- Ability to work with the staff and resolve conflict in a calm professional manner.

Education/Knowledge Requirements: The following education requirements are considered essential:

- High School Diploma or the equivalent required.
- Associate's Degree, or the equivalent in education and related work experience, required.
- Basic computer know-how and familiarity with common business applications (web browsers, Outlook, Excel, Word, POS systems, etc.), register experience, etc.

**** All requirements and skills are considered to be essential, unless otherwise indicated. ****

External and internal applicants, as well as position incumbents who become disabled as defined under the Americans With Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.

The job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature

Date

Supervisor Signature

Date