

# RETAIL JOB DESCRIPTIONS

## STORE MANAGER

Responsible for managing team, finances, store requirements, scheduling, policies, procedures, and is the direct line of communication between team and owner. A store manager will wear many hats in the business and should expect to be paid accordingly.

### QUALIFICATIONS:

- They will be a jack of all trades, who has an entrepreneur mindset, they will be a recruiter, an educator, a motivator, and a leader.
- Need to make effective decisions on their own with the greater good in mind for the entire business
- Providing outstanding customer service
- Able to make decisions that directly impact your bottom line; including sales, payroll, and loss prevention
- Store Manager should be able to, recruit, recognize and retain talented individuals who can help you achieve your sales and business goals
- Excellent communication and interpersonal skills are essential - for both the customers and the staff!
- Education is a HUGE part of the SM job. Providing education to staff as well as communication with customers.
- Team Cheerleader! They must be a motivator to achieve teams/stores goals and keep people on task. Also to make sure they are in their best role possible.

# SOCIAL MEDIA MANAGER

Develop an annual strategy and plan as a collaborative team to include all content, paid social media and community engagement Create strong, compelling content for each brand and partner with cross-functional merchandising teams to ensure relevancy - OMNICHANNEL MARKETING!!Engage in 2way conversations w/ customers on social media on a daily basisSpearhead each brand's social media presence: Facebook, SnapChat, Twitter, Instagram, and YouTube, TikTok

## QUALIFICATIONS:

- Extremely detailed orientated, Have knowledge of the inner workings of each social media channel as a user and administrator
- Able to maintain a keen understanding of our customers and the products they love.
- Able to communicate effectively with the entire team
- Takes and gives direction
- Able to multi-tasks extremely creative and craft with words

# INVENTORY CLERK

IC's are responsible for the flow of merchandise from a central point of delivery to the retail sales floor, an internal destination, or into a shipping or delivery process. When working in this role, IC's are responsible for receiving, unpacking, processing, organizing, storing, packaging, and labeling merchandise.

## QUALIFICATIONS:

- Able to lift up to 50 pounds without assistance
- Able to learn quickly and take instructions
- Extremely detail-oriented
- Dedicated to details
- Able to multi-task
- Able to work under pressure
- Basic understanding of technology and reading orders
- Customer service skills not required
- Fill online orders

# RETAIL SALES ASSOCIATE

- Cashier - strictly runs the cash register (not recommended as the customer should be served through the entire sale)
- Customer Service Assistant works as a sales associate who excels in customer service and stores non-negotiables.
- Bilingual Sales Representative
- Sales team - identify roles and responsibilities to serve customers.
- Photographer - works alongside sales, promotion, and marketing team.S
- Store maintenance- cleaning, upkeep, open and closing prep.

## QUALIFICATIONS:

- Able to work independently
- Work as a team player
- Basic mathematics and financial knowledge
- Knowledge of Point of Sale System or retail software
- Top-notch organizational skills and attention to detail
- Experience with retail math and sales strategies
- Quick and effective problem-solving skills
- Clearly and effectively communicate with customers
- Energetic and enthusiastic
- Passion for Retail and Fashion
- Beneficial to have basic computer skills and social media knowledge

## FASHION/BOUTIQUE MODELS:

- Fit Models
- Product demonstrators
- Live sales models
- Sales associates willing to be on video
- Lifestyle photo model or influencers
- This person identifies as the face of the store for all places like social, website, promotional items, emails etc.

# ECOMMERCE EXPERT

E-commerce managers are responsible for the online sales of the store, brand or both. They oversee the company website with an emphasis on aesthetics, usability, conversions, security and feel. This person or team is responsible for generating sales via online channels.

Qualifications:

- Excellent organizational skills
- Advance computer skills,
- Able to work and communicate with a team
- An understanding of shopping online
- Customer service skills,
- Detail oriented
- Skilled in analytics, communication, time management, and problem-solving
- Dependable and able to work under pressure

# BUYER

- Works with vendors to invest in inventory according to the Open to Buy plan
- Selects inventory by classifications to invest in product assortment
- Travel to markets
- Negotiates with vendors and shipping companies

**QUALIFICATIONS:**

- Experience making negotiations
- Able to effectively evaluate, research and analyze products based demand, price, delivery, and quality.
- Past experience or education working with suppliers and vendors
- Organizational skills and attention to detail
- Must have an understanding of maintaining and tracking purchase orders
- Able to manage inventory levels for profit

# VISUAL MERCHANDISER

- Works alongside the data team to identify an Open To Buy Plan
- Identify traffic patterns in-store and online to adjust the layout
- Create athletically appealing displays that encourage purchases from customers.
- Assists in promotions and marketing plans. (Omni Channel)

## QUALIFICATIONS:

- Past VM experience
- An eye for art, design, color concepts, and aesthetics
- Experience developing floor display strategies
- Able to multiple task
- Understanding of retail strategies
- Experience working with suppliers and manufacturers
- Able to lift up to 50lbs
- Able to think creatively and strategically
- Ability to work as a team player and independently
- Experience applying sales numbers to floor layout plan

# RETAIL DATA ENTRY

- Enter Purchase Orders
- Enter bills and accounts payables
- Generates reports for merchandising, purchasing, Open To Buy planning, promotions, and employee scheduling.

# GRAPHICS TEAM

- Working in canva, picmonkey to create graphics
- Works directly with Marketing team

# MARKETING TEAM

- Identifies opportunities
- Creates promotions
- Works with the graphics team
- Works with the social media team
- Works with the CRM component of your Point of Sale to market to customers.  
(customer relationship management)

THE BOUTIQUE HUB