Position Description

Position Title: Retail Manager  
Department: Auxiliary Enterprises  
Position Code: I0524  
Date Prepared: 1/7/09  
FLSA Status: ☑Exempt ☐Non-Exempt

Full Time: Yes ☑ No ☐

**JOB SUMMARY:**
The Retail Manager provides entrepreneurial leadership to all retail activities impacting Southern Seminary. This includes conception, development, and financial analysis of new business possibilities; maximizing the stewardship of resources by providing administrative services to the institution; and developing a servant-driven team to achieve success. The current scope of retail activities includes 5th & Broadway, Production Services, Vending and Edgar’s.

**ESSENTIAL JOB FUNCTIONS:**
The employee in this position will have the following essential job functions:

- Develops and implements a marketing strategy that addresses the interests of the broad range of constituents including:
  - Creating avenues of communication to assess needs and interests of students, faculty and staff and then a way to address these
  - Partners with Event Productions and other departments to take advantage of retail activities arising from conferences and retreats
  - Develops services and sales offered to off-campus constituents, including Internet-based sales

- Develops a servant-driven team:
  - Hires and terminates members in accordance with seminary policies
  - Creates a team atmosphere of spirit and cooperation
  - Supports the two team leaders for retail operations and the Copy Center Specialist in supervision of support team
  - Consistently and clearly communicates measurable, achievable goals
  - Conducts regular performance reviews of leadership staff and ensures that part-time staff members receive timely, constructive performance feedback from their supervisor
  - Develops and implements objective, detailed staff training programs and measures the results of these programs

- Manages fiscal aspects of business units:
  - Develops and implements business plans for each retail area that achieves the most basic goal of fiscal viability. Where opportunities to market to those outside
the immediate seminary community (students, staff, etc.) exist, the goal is to add financial resources to the seminary through increased sales and greater margins

- Develops, implements, and achieves operating budgets and goals for each business unit
- Anticipates needed capital projects for maintenance of current assets and expansion of services
- Ensures compliance with institutional polices and procedures

- Stays abreast of current trends in each of the retail areas—college stores, men’s fashion, vending, on-line sales, and reprographic services—and incorporates this research into merchandising and marketing decisions
  - Develops and maintains a relevant product mix, addressing the sales preferences of constituents in each of the retail venues
  - Networks with local contacts
  - Regularly visits relevant retail venues (college stores, men’s stores, copy centers)

- Develops and manages vendor partnerships
  - Effectively negotiates product quality points and price to ensure value
  - Participates in vendor shows and conferences to identify industry leaders and consumer trends

- Develops and implements processes and procedures for the effective and efficient operation of retail activities:
  - Establishes and communicates clear customer service standards
  - Works flexible and long hours, including weekend and evening hours when necessary
  - Ensures the development, maintenance, and administration of up-to-date facilities policies and procedures

- Leads the development of programs to educate students and staff in areas relevant to services and products offered in the retail sales area. Examples include resume presentation (Production Services), local publishing (Production Services), professional dress (Edgar’s), and men’s grooming (Edgar’s)

- General tasks and expectations:
  - Communicates clearly and effectively, both oral and written
  - Cultivates effective business relationships with department managers, faculty and other seminary staff
  - Computer skills. Commanding knowledge of Microsoft Excel and Word and inventory/POS management software
  - Professional appearance and presentation
  - Cultivates professional, beneficial relationship with the LifeWay Campus Store management

Performs other duties as may be assigned by supervisor.

**EDUCATION:**
The person in this position should have a four-year degree in business administration, marketing or related field.
EXPERIENCE:
The person in this position should have a minimum of three years marketing, retail or related experience. A compromise on education may be possible for extensive applicable experience.

SUPERVISION:
The person in this position will supervise the Assistant Retail Manager and two Team Leaders for retail operations. These three staff members will supervise a part-time staff of 10-15.

The person in this position will report to the Vice President of Operations.

WORK ENVIRONMENT:
The person in this position will work in a fast-paced store and office setting, often standing and sitting.

EQUIPMENT:
The person in this position will use the following equipment: typical office equipment. In addition, familiarity with postal scales and meters, copiers, and print center finish equipment is required.