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Liquor Store Manager

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Department:	Finance
Reports to:	Finance Director
FLSA Overtime Status:	Exempt
Position Supervised:	Lead and Part-time Sales Clerks
<b>Grade:</b>	<b>9</b>

Revision Date: November 9, 2021  
Council Approval Date:

**OBJECTIVE**

The Liquor Store Manager is responsible for the supervision of the operation and staff of Princeton Wine and Spirits in a manner which results in good customer service, sound business practices, financial success, and the controlled legal sale of alcohol in the community.

**ESSENTIAL FUNCTIONS**

This job description indicates the normal type and level of work expected of the incumbent. Incumbent may be asked to perform other duties as apparent or assigned.

1. Manages the operation of the municipal liquor store including operations, sales, building and grounds, and personnel.
2. Ensures outstanding customer service by providing a friendly and courteous environment and maintaining all other components of exceptional customer service.
3. Monitors and complies with city ordinances and state regulations regarding the sale of alcohol.
4. Ensures the compliance of all liquor store policies, procedures and practices; and supports security and loss control efforts.
5. Maintains strong product knowledge of store inventory to assist and advise customers in selection of various brands of all products sold.
6. Performs inventory management functions:
  - A. Orders product – determines which products and brands to carry based on sales history and trends and maintains adequate inventory levels.
  - B. Assists in setting prices for merchandise sales to ensure profitability.
  - C. Receives incoming shipment of goods, processes returns to vendors, stocks merchandise on shelves, in coolers and in storeroom, and sets up displays of merchandise to promote sales and interest in products.
  - D. Updates inventory records and retrieves data from the store's liquor management information system.
  - E. Conducts, compares, and verifies merchandise inventory counts periodically.
7. Performs retail operations.

- A. Directs and coordinates financial controls on daily operations:
    - Effectively operates and maintains the POS system.
    - Reconciles sales to receipts, prepares bank deposits, and submits daily cash and sales records.
    - Assures completion of all transactions and the proper control of all cash and media according to liquor policies and procedures.
    - Reviews and authorizes all vendor requests for disbursement.
    - Reviews all daily, weekly, and monthly financial and inventory reports.
  - B. Performs proper store opening and closing procedures.
  - C. Assists in planning and directing the liquor retail operations including forecasting sales and profit margins.
  - D. Assists in developing an operating plan and budget that projects revenues, expenses, and profits along with capital expenditures.
  - E. Assists in controlling expenses while maintaining an acceptable profit margin.
  - F. Assists with special projects, which may include marketing and promotional plans, social media, in-store events, committees, and external events.
  - G. Supervises housekeeping, security, and overall maintenance of buildings, surrounding grounds, and all equipment.
8. Performs supervision activities.
- A. Assists in the recruitment and selection of employees.
  - B. Trains staff and ensures compliance with liquor operations laws, policies, and procedures.
  - C. Responsible for employees working at assigned store. Responds to employee questions during hours of operation.
  - D. Develops and posts employee work schedules. Ensures adequate coverage for all hours of operation.
  - E. Evaluates employee performance on a formal and informal basis. Performs timely annual performance reviews of all employees supervised.
  - F. Recommends and administers discipline for employees who do not adhere to city policies or have work performance issues.
  - G. Ensures store employees comply with all city policies.
9. Performs other essential job duties.
- A. Performs other duties and assumes other responsibilities as become apparent or as delegated.
  - B. Regular and timely work attendance.
  - C. Participates in safety training and follows all safety procedures.
  - D. Increases and maintains knowledge and management skills by attending seminars, conferences, etc. to stay current with market evaluations, techniques, and new laws and regulations.
  - E. Maintains good public relations; resolve any complaints from customers, suppliers and employees.

#### **MINIMUM QUALIFICATIONS**

- Two (2) year AA or related degree, college or vocational.
- Five (5) years sales related experience
- Able to be bonded.
- A valid driver's license is required.
- Must successfully complete a criminal history background check.

### Preferred Qualifications

Bachelor's Degree in business, marketing or related field. Experience working in a Municipal Liquor Store.

### **KNOWLEDGE, SKILLS AND ABILITIES**

Knowledge of beer, liquor and wine products, profit margins, and overhead. Knowledge of inventory management systems.

Skill in organizing, directing, and managing the activities of vendors and staff; developing effective marketing techniques; evaluating appropriate products to purchase for sale based on market trends.

Ability to develop and maintain effective working relationships with department heads, co-workers, vendors, and members of the public; develop complete and thorough knowledge of the POS/inventory management system; operate all other job-related equipment; communicate effectively, both verbally and in writing; understand and carry out oral and written instructions; analyze problems and prioritize the implementation of solutions; train and assist staff in store operations; plan for future market changes; respond to the changing retail and legislative environment relating to liquor sales; work independently, exercise good judgment, and meet deadlines; perform multiple on-going tasks accurately and efficiently; develop and implement effective policies and procedures; accurately create and maintain records.

### **EQUIPMENT**

Computers (Desktop and Laptop), servers, phones, cash registers, calculators and cameras.

### **WORKING CONDITIONS**

Work is performed in a retail setting; travel is required between the Liquor Store and City Hall. Subject to frequent interruptions and to walking the retail sales floor. Work requires considerable attention to detail. There may be intermittent exposure to pollen, dander, dust, electrical hazards, and working in refrigerated spaces.

### **PHYSICAL REQUIREMENTS**

Climbing, balancing, stooping, kneeling, crouching, crawling, reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, feeling, talking, hearing, seeing, repetitive motions.

**Light Work:** Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for Sedentary Work, and the worker sits most of the time, the job is rated for Light Work.

Occasionally required to exert up to 50 pounds of force to move or lift objects.

### **ADA CONSIDERATIONS**

The City is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City will provide reasonable accommodations to qualified individuals with disabilities, and encourages both prospective and current employees to discuss potential accommodations with the employer.