

JOB POST

Spring 2018

Retail & Experience Manager

Niagara Oast House Brewers are a small batch brewery located in Niagara-on-the-Lake, ON. Being situated in one of Canada's most famed agricultural regions and as a pioneer in the "Farmhouse-style" brewing, we remain focused on creating premium beers that reflect both our land and our obsession with craft.

Niagara Oast House Brewers, Niagara's leading brewery is looking for an enthusiastic and dynamic individual to manage and lead our vibrant Retail environment. We're looking to hire a full-time person who wants to work hard in a fun, fast-paced and productive setting. The successful candidate must be naturally outgoing, friendly, and dependable, while being engaging and interactive with guests. Having a passion to learn about craft beer and prior hospitality experience is a definite asset.

Overall Accountability

Responsible for overall operation of the retail store, tour program and retail events (in conjunction with the Marketing Manager). Main objectives include driving revenues, managing expenses, creating positive brand experiences all while adhering to the core brand values. Also, responsible for the management of the retail team, including recruitment and training.

Specific Accountabilities

- Sales – Assist in the development of annual revenue and expense plans for the department. Responsible for achieving monthly sales targets through merchandising and driving average spend.
- Planning – Assist in the development of the annual business plan pertaining to retail. Responsible for managing expenses on a daily basis through the use of critical planning tools (schedules, flash reports). Ensures that all budget information is communicated on a timely basis. Develops monthly merchandising programs to increase sales (in conjunction with Marketing Manager).
- Planning – Assist in the development of all branded tours and retail area special events (in conjunction with Marketing Manager). Ensures that all activities for groups and packages customers are organized and delivered as per the company's standards of service and product manuals.
- Administration / Operations – Responsible for banking / accounting control and ensuring that all reports are submitted on a timely basis. Responsible (in conjunction sales coordinator) for AP / AR for on-site group business related to retail. Manages and has an in-depth knowledge of company's POS system and Tour Reservations on behalf of all brewery businesses.
- Financial Performance – Responsible for the adherence to budgets including revenue, expense, labour and capital.
- Human Resource Management - Responsible (in conjunction with Marketing Manager) for the recruitment, hiring, training, coaching and motivation of all Retail & Experience staff positions. Includes the maintenance of complete HR files and the setting and communication of the department's standards of performance.
- Communication /Organization – Attends meetings on behalf of the department and ensures all relevant information is communicated and acted upon. Makes staff communication a priority with assistance from voice mail, written communication (communication binder) and scheduled meetings. Responsible for updating and communicating messages to customers through outside sign. Responsible for communicating key retail messages to Marketing Manager to be implemented into company's PR (website, social media, etc.)
- Safety, Security and Cleanliness – Ensures that the workplace is safe at all times for employees and guests, the retail and tour areas are always presented in top form and that the property and buildings are secure at the end of each shift.
- Beer Club (as it evolves)

Reporting Relationship

- Reports directly to the Marketing Manager for day to day operations.
- Direct Reports: Retail Supervisor and team members.

Working Conditions

- Substantial time spent coaching, leading, training and motivating employees
- Substantial time spent increasing revenues
- Substantial time spent monitoring guest and employee satisfaction (ie. Trip Advisor, Social Media, etc.)
- Continual pressure to increase average spend
- Frequent interaction with managing partners
- Frequent weekend work and evening work

Key Performance Indicators

- Guest satisfaction reports
- Employee morale as measured by the surveys and turnover
- Ability to deliver agreed upon financial objectives
- Ability to develop and then deliver agreed upon retail selling plans (in conjunction with the Marketing Manager)
- Ability to coordinate all guest visits with other on-site business.

Retail Supervisory Duties

- Daily opening and closing tasks in store
- Change orders and deposits
- Submit payroll to Financial Controller
- Ordering of merchandise for store
- Ordering of materials for packaging
- Coordinating deliveries for orders (with courier if required)
- Count Beer and merchandise inventory
- Change sign outside and signage in retail store to keep them fresh (in conjunction with Marketing Manager)
- All POS maintenance
- Tour operator contact & invoicing for tour operations visits (in conjunction with Sales Coordinator)
- Update retail binder as needed with sampling/promo sheets, beer spillage, etc.
- Enforcing retail checklists
- Inventory Management

Abilities and Skills

- Extremely strong organizational skills are a must.
- Excellent written and oral communication experience.
- Able to effectively manage time.
- Must be able to lift a minimum of 50lbs on a regular basis.

Job Type:

- Full Time