

Agency: Liquor Distribution Branch
Location: Various

Working Title: **Manager (Class B Store)**
Level: Range 18
NOC Code: 6211

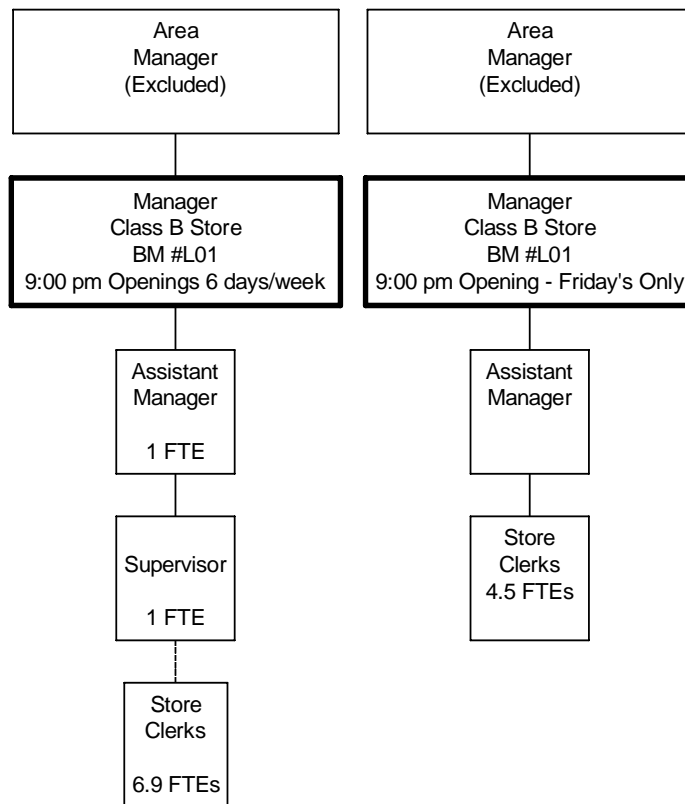
PRIMARY FUNCTION

Manages a multi-shift Class B Government Liquor Store (GLS) including maximizing revenue through merchandizing and customer relations.

JOB DUTIES AND TASKS

1. Manages the operation of a Class B GLS
 - a. reviews and analyzes all aspects of the stores operation
 - b. gives guidance and direction to staff through subordinate supervisors to implement improvements
 - c. communicates branch policies, procedures and regulations
 - d. reviews, provides input into and monitors the store budget, controls costs, examines variances and after assessment, chooses appropriate actions to correct budget variances
 - e. applies the various acts (Liquor Distribution Act, Liquor Control and Licensing Act, Litter Act and their respective regulations), Master and Component Collective Agreements
 - f. recommends changes to branch policy and implements changes of procedures
 - g. administers contracts with private companies related to store maintenance (landscaping, janitorial, plumbing, waste removal)
2. Maximizes revenue through merchandising and customer relations
 - a. following operational policies determines, implements and changes retailing programs in the store
 - b. guides staff in improved merchandising techniques
 - c. implements advertising displays/programs, fixture and layout changes from a diverse product base
 - d. monitors sales, stock levels and trends in particular products or brands
 - e. meets with supplier's and agent's representatives to discuss issues related to branch/store policy and suppliers product (availability of product, display location and quantities)
 - f. deals with complaints and concerns of customers, suppliers and agents
 - g. provides advice to the owners/operators of licensed premises with respect to sales patterns in the demographic area and ordering stock through the GLS
 - h. maintains customer relations in accordance with LDB vision
3. Provides leadership and direction to staff (8.9 FTEs); controls costs; and ensures safety of the store, staff and assets
 - a. develops and trains store staff through various individual and group methods
 - b. ensures that the objectives of the branch are met in terms of product knowledge, customer service, control of assets and sales
 - c. plans and organizes the promotional recruitment process and chairs the selection process
 - d. performs labour relations functions including supervision, hiring, discipline, authorizing leave, approving overtime and formally appraising employee performance
 - e. assesses and determines human resource requirements and recommends staffing levels
 - f. assesses the store's performance and operating procedures, organizes work loads and work schedules and resolves related problems
 - g. controls stock losses and discrepancies through inventory and cash control procedures
 - h. develops the safety risk assessment for the store and maintains adequate security at all times
 - i. apprises staff of the procedures to deal with shoplifters and deal with armed robbers according to Loss Prevention/Store Operations policies and directives
 - j. assists the Branch Loss Prevention department in its investigations of cash or stock losses, etc., by providing information, etc.
4. Performs other related duties
 - a. works with the Area Manager in the development of Area Operational Plans in order to meet the broader objectives of the Branch Business Plan
 - b. participates as a panel member for a variety of store competitions

*The charts below represent typical organizational structures for Class B stores



FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	<p>JOB KNOWLEDGE Understand Liquor Control legislation and Liquor Distribution Branch goals and objectives to manage the operation of a Class B liquor store.</p>	F	190
2	<p>MENTAL DEMANDS Judgement to apply analysis and interpretation of Liquor Distribution Branch store management policy, marketing opportunities and customer behaviour and choose an approach using a combination of accepted Liquor Distribution Branch procedures and practices to manage a Class B liquor store.</p>	E	150
3	<p>INTERPERSONAL COMMUNICATION SKILLS Persuasion required to use basic counselling skills to appraise employee performance and discuss performance problems.</p>	D	45
4	<p>PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to operate cash register with some requirement for speed.</p>	C	15
5	<p>RESPONSIBILITY FOR WORK ASSIGNMENTS Freedom to Act: 5 Comparative Effects: IIIc Guided by general Liquor Distribution Branch operational policies affects clients in a community by applying accepted methods in a different way to manage a Class B liquor store.</p>	E	120
6	<p>RESPONSIBILITY FOR FINANCIAL RESOURCES Considerable financial responsibility to be accountable for a liquor retail operation.</p>	F	43
7	<p>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Major level of responsibility to manage the physical assets of a government liquor store.</p>	F	43

FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
8	RESPONSIBILITY FOR HUMAN RESOURCES Responsibility to supervise workers, appraise employee performance and take disciplinary action (8.9 FTEs).	DF	21
9	RESPONSIBILITY FOR WELL BEING/SAFETY OF OTHERS Significant care and attention to develop the risk assessment for the store to ensure employee and customer safety.	D	25
10	SENSORY EFFORT/MULTIPLE DEMANDS Focused requirement to frequently respond to multiple demands of customers and staff.	C	12
11	PHYSICAL EFFORT Heavy physical effort to frequently lift moderate weights.	E	24
12	SURROUNDINGS Exposure to almost always working in a site, open to the public, with background noise.	B	4
13	HAZARDS Moderate exposure to hazards from frequently lifting moderate weights.	C	6

Total Points: 698

Level: Range 18