

Agency: Liquor Distribution Branch
Location: Various

Working Title: **Manager (Class C Store)**
Level: Range 14
NOC Code: 6211

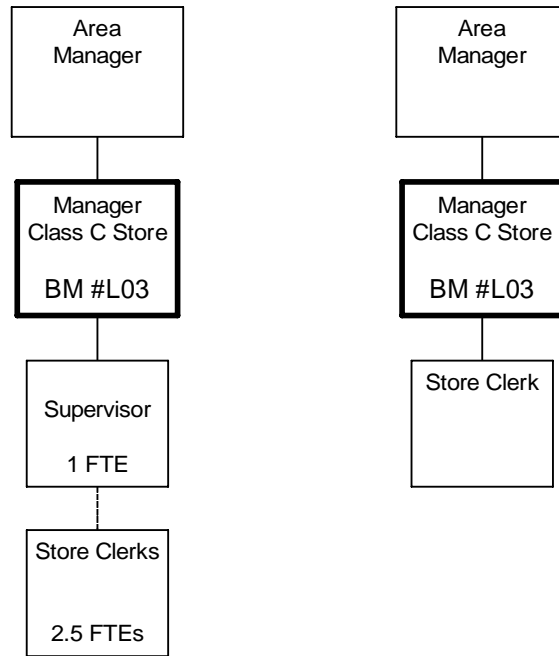
PRIMARY FUNCTION

Manages the operation of a Class C Government Liquor Store (GLS) including maximizing revenue through merchandising and customer relations.

JOB DUTIES AND TASKS

1. Manages the operation of a Class C GLS
 - a. reviews and assesses all aspects of the store's operation
 - b. gives guidance and direction to staff to correct operational inefficiencies and implement improvements
 - c. communicates branch policies, procedures and regulations
 - d. reviews, provides input into and monitors the store budget, controls costs, and examines variances, and after assessment chooses the appropriate actions, to correct budget variances
 - e. applies 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. varies retailing programs for the store's market and implements the programs in the store using established processes
 - b. guides staff in improved merchandising techniques
 - c. implements advertising displays/programs for a diverse product base and recommends fixture and layout changes
 - d. monitors sales, stock levels and trends in particular products or brands
 - e. meets with suppliers and agents 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; controls costs; 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. performs labour relations functions including supervision, hiring, discipline, authorizing leave, approving overtime and appraising employee performance
 - d. assesses and determines human resource requirements and recommends staffing levels
 - e. assesses the store's performance and operating procedures, organizes work loads and work schedules and resolves related problems
 - f. controls stock losses and discrepancies through inventory and cash control procedures
 - g. develops the safety risk assessment for the store and maintains adequate security at all times
 - h. apprises staff of the procedures to deal with shoplifters and armed robbers according to Loss Prevention/Store Operations policies and directives
 - i. 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 C stores



FACTOR NO.	REASON FOR CLASSIFICATION	DEGREE	CLASS. POINTS
1	JOB KNOWLEDGE Understand Liquor Control legislation and Liquor Distribution Branch goals and objectives to manage a Class C liquor store	F	190
2	MENTAL DEMANDS Judgement to assess known or readily available information and choose an approach using Liquor Distribution Branch policies and procedures to manage a Class C liquor store.	D	100
3	INTERPERSONAL COMMUNICATION SKILLS Persuasion required to use basic counselling skills to appraise employee performance and discuss performance problems.	D	45
4	PHYSICAL COORDINATION AND DEXTERITY Moderate coordination and dexterity required to operate cash register with some requirement for speed.	C	15
5	RESPONSIBILITY FOR WORK ASSIGNMENTS <u>Freedom to Act: 4</u> <u>Comparative Effects: IIIc</u> Guided by general procedures, affects clients in a community by selecting alternative courses of action to manage a Class C liquor store.	D	75
6	RESPONSIBILITY FOR FINANCIAL RESOURCES Considerable financial responsibility to be accountable for a liquor retail operation.	F	43
7	RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION Major level of responsibility to manage the physical assets of a government liquor store.	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 (Up to 5 FTEs).	DE	20
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 Relatively heavy 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 Limited exposure to hazards from frequently lifting moderate weights.	C	6

Total Points: 602

Level: Range 14