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RETAIL JOB FAMILY – RETAIL SPECIALIST

JOB FAMILY CONCEPT: The Retail Job Family is responsible for supporting, coordinating, supervising, managing, or directing specialty retail activities related to the sale of goods and services designed to support the academic mission of the university community. Retail roles serve to provide convenience products, services, resources and materials to foster academic success, team pride, or entertainment.

RETAIL SPECIALIST

The Retail Specialist role provides specialized coordination, guidance and expertise for a specific retail function.

The **Retail Specialist** is distinguished from the **Retail Associate** role in that it is responsible for a more specialized function and employees in these positions do not have the primary responsibility for front line customer service.

The **Retail Specialist** role is distinguished from the **Retail Management** role in that it is responsible for specialized functions whereas the management role has responsibility to manage and provide strategic expertise and guidance for multiple functional areas.

RETAIL SPECIALIST 1

Typical Functions

- Determines how a product is displayed on the floor
- Restocks merchandise
- Develops plans for visually appealing product display
- Creates seasonal, high market, and cross promotional displays
- Clears space to allow for promotions
- Organizes and maintains stock room
- Monitors inventory levels utilizing inventory management system
- Provides work direction for students and associates specific to display of merchandise

Complexity and Decision Making Authority

Employee performs assigned tasks, and follows established policies and procedures; may set priorities and organize work within general guidelines established by supervisor/manager.

Knowledge, Skills, and Abilities

Knowledge of retail setting and merchandising. Excellent customer service skills. Ability to communicate effectively both orally and in writing. Ability to accurately enter data and maintain databases.

Education/Experience

HS graduation or the equivalent and one to two years relevant experience.

RETAIL SPECIALIST 2

Typical Functions

As an Assistant Store Manager:

- Assists with store management
- Opens and closes store
- Provides work direction to store employees
- Hires, trains, schedules student employees

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- Resolves customer complaints and concerns
- Stocks register supplies
- May have buying responsibilities

As an Assistant Buyer:

- Assists with store buying and adheres to budget allocation
- Purchases specialty merchandise
- Updates website with merchandise images and product descriptions
- Negotiates and meets with vendors
- Attends trade shows and buying events
- Manages products in their area of responsibility including pricing, markdowns, and re-orders

Complexity and Decision Making Authority

Makes decisions on day-to-day operations.

Knowledge, Skills, and Abilities

Knowledge of retail setting and retail management. Strong communication and negotiation skills. Excellent customer service skills. Computer skills. Excellent time management skills. Math skills. Ability to utilize a point of sale and inventory management system. Ability to supervise. Ability to analyze and resolve problems.

Education/Experience

HS graduation or the equivalent and three to five years relevant experience.

RETAIL SPECIALIST 3

Typical Functions

As a Store Manager:

- Manages store including operations management, staffing, and payroll budgeting
- Determines store hours
- Implements sales goals
- Oversees store merchandising
- Solves problems and may grant exceptions to store policies
- Manages risk and minimizes loss
- May have buying responsibilities

As a Buyer:

- Oversees all buying and e-commerce for area of purview, which may be a specialty store and may include hot market items
- Manages merchandise and department budget
- Analyzes trends, inventory status, and out of date merchandise
- Communicate product features and determines pricing
- Creates product launch events
- Develops and executes marketing plans
- Ensures compliance with merchandise licensing requirements
- Attends trade shows and buying events
- Serves as a liaison with vendors and other campus units on special orders and requests

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- Negotiates with vendors
- Supervises assistant buyers and students

Complexity and Decision Making Authority

Interprets situations and determines which guidelines are most effective out of those available. Reports issues that can't be resolved to a higher level.

Knowledge, Skills, and Abilities

Knowledge of retail setting and retail management. Strong communication and negotiation skills. Excellent customer service skills. Computer skills. Excellent time management skills. Math skills. Ability to utilize a point of sale and inventory management system. Ability to manage operations and staff. Ability to analyze and resolve problems.

Education/Experience

HS graduation or the equivalent and five to seven years progressively responsible relevant experience.