



long beach lodge
RESORT

Job Description

Job title:	Gift Shop Manager
Reports to:	Surf Club Manager

Job Purpose:

As a Gift Shop Manager with Long Beach Lodge Resort, you will offer our guests first class service in a relaxed informal setting. Your passion and retail knowledge of the gift shop offerings will help you close a sale and create a memorable experience for our guests.

Duties and Responsibilities:

- Oversee the daily operations of the gift shop
- Ensuring the highest level of service by exceeding guest expectations to build loyalty
- Consistently offer professional, friendly and engaging service
- Provide guests with verbal or written information about the resort facilities, services, and local attractions
- Merchandise products in a way that optimizes sales
- Responsible for proper stocking of shelves, counters, and racks with merchandise and keeping them organized, clean and fully replenished
- Make sure back storage areas are organized and tidy.
- Maintain inventory of supplies, gift shop items, and reorder in a timely manner
- Monthly inventory
- Keep a list of suppliers and continue a good working relationship with all
- Help guests make selections by building customer confidence; offering suggestions and opinions
- Drive the sales of products and services by achieving or exceeding sales targets
- Stay knowledgeable about our products, services, promotions and policies
- Work as a retail member of the team to lead a positive guest experience
- Ensure revenue is maximized by up-selling and recommending hotel facilities
- Prepare and serve hot beverages such as Americanos, lattes, cappuccinos, and teas
- Clean and sanitize espresso machine and utensils. Check temperatures of refrigerators and heating equipment to ensure proper functioning
- Ensure the gift shop is dusted, windows cleaned, and floors are swept.
- Complete knowledge of Symphony and Yellow Dog Software
- Prepare bills, process payments, cash out and reconcile cash with total sales
- Set guests up with appropriate wetsuits and equipment for lessons, and rentals
- Communicate with Surf Club Manager to ensure smooth operations
- Extra projects from time to time

Qualifications:

- A secondary school diploma is preferred
- Retail experience
- Inventory management

- FOODSAFE
- Sales focused
- Communication skills
- Professional appearance and attitude
- Customer service skills
- Previous barista experience is an asset
- Symphony, Yellow Dog Software experience is an asset
- Computer skills; Word, Excel, Outlook, Internet Explorer

Working conditions:

Flexible, must be willing to work a variety of hours, including days and nights, weekends and holidays based on the business needs

Physical requirements

- Constant standing and walking throughout shift for up to 8 hours
- Physical ability to lift and carry boxes, surf boards and other items
- Kneeling, pushing, pulling, lifting
- Occasional ascending or descending stairs

Approved by:	Chance McCullough
Date approved:	February 2019
Reviewed:	