

Agency: Liquor Distribution  
Location: Various

Working Title: Manager (Class B Store)  
Level: Range 18

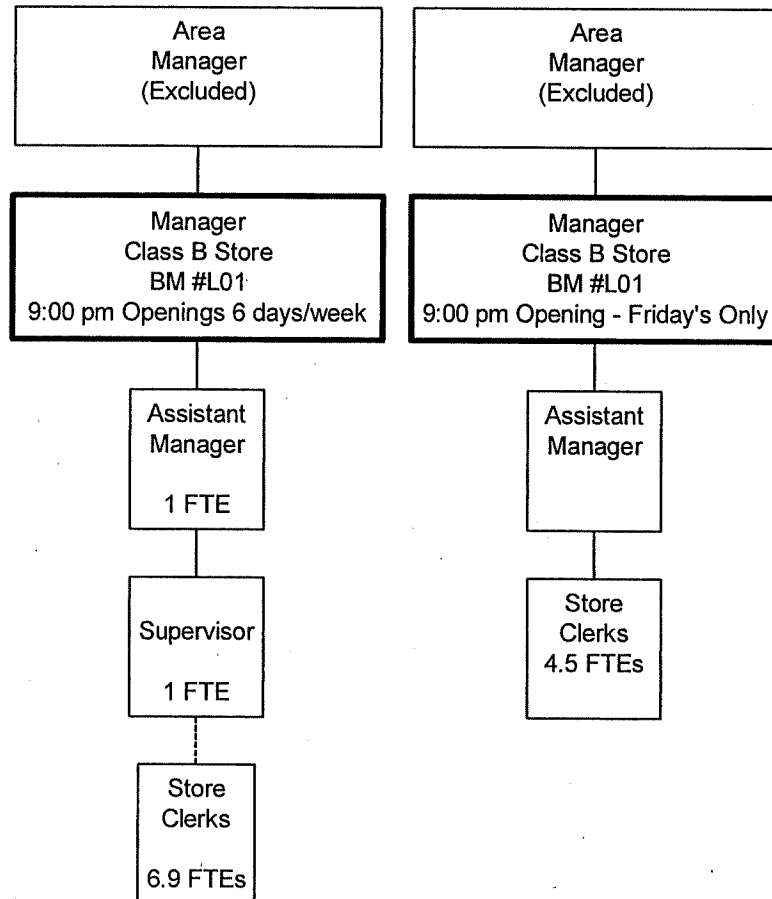
### PRIMARY FUNCTION

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 & 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. appraises 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	DEG.	CLASS. POINTS
1	<b>JOB KNOWLEDGE</b> Understand Liquor Control legislation and Liquor Distribution Branch goals and objectives to manage the operation of a Class B liquor store.	F	190
2	<b>MENTAL DEMANDS</b> 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.	E	150
3	<b>INTERPERSONAL COMMUNICATION SKILLS</b> Persuasion required to use basic counselling skills to appraise employee performance and discuss performance problems.	D	45
4	<b>PHYSICAL COORDINATION AND DEXTERITY</b> Moderate coordination and dexterity required to operate cash register with some requirement for speed.	C	15
5	<b>RESPONSIBILITY FOR WORK ASSIGNMENTS</b> <u>Freedom to Act: 5 Comparative Effects: IIIc</u> 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.	E	120
6	<b>RESPONSIBILITY FOR FINANCIAL RESOURCES</b> Considerable financial responsibility to be accountable for a liquor retail operation.	F	43
7	<b>RESPONSIBILITY FOR PHYSICAL ASSETS/INFORMATION</b> Major level of responsibility to manage the physical assets of a government liquor store.	F	43

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

Total Points: 698

Level: Range 18