

**CLAYTON**

87 North Main Street  
Clayton, GA 30525

**TALLULAH FALLS**

11785 Highway 441  
Tallulah Falls, GA 30573

## JOB DESCRIPTION

# GENERAL MANAGER

**EMPLOYER:**

Wander North Georgia

**JOB TYPE:**

Full Time / Salary

**LOCATION:**

Clayton

**INDUSTRY:**

Retail

**SALARY:**

TBD

**START DATE:**

TBD

## ABOUT THE COMPANY

Wander North Georgia is a locally owned, family run, brick and mortar, outdoor store with two locations in North Georgia. Our goal is to provide excellent customer service to everyone who walks through our doors, offer sustainable products that are as interesting and diverse as our customers, and to put more in than we take out from our community. Created in 2015, our brand has experienced explosive growth in a few short years. Along with being named *Georgia Small Business Rock Stars* by the state of Georgia in 2020, we have been featured in *National Geographic*, *Garden & Gun*, and *Travel & Leisure* in addition to counting people like Bill Walton, Owen Wilson, Ron Howard, Kristian Bush and more as our customers.

## JOB DESCRIPTION

The General Manager position is responsible for the entirety of the retail side of our business. We are looking for an individual with a strong sense of leadership, customer focused priorities, and the ability to take a high level of initiative with the retail portion of our store from top to bottom. The position will oversee the store operations, customer experience, revenue, and retail staff by ensuring that our standards are maintained at the highest level. The General Manager will support and report directly to the Wander North Georgia leadership team in overseeing these areas of the business and ensuring our retail stores operate in a way that consistently reinforces our Wander North Georgia values and mission.

## RESPONSIBILITIES & DUTIES

### CUSTOMER SERVICE

- Set customer satisfaction targets and work with managers and retail staff to meet targets consistently
- Ensure that every customer who enters the store, whether making a purchase or not, has an exceptional experience
- Analyze customer service scores and feedback to ensure that we are providing best in class retail experiences for everyone who walks through our doors
- Be proactive and available to all customers to identify their needs and any potential frustrations while addressing any questions or concerns
- Establish customer service policies and procedures for returns, holds, discounts, etcetera ensuring that we are balancing taking care of our customers while remaining profitable
- Build meaningful relationships with regular customers looking for opportunities to surprise and delight

### STORE OPERATIONS

- Manage all controllable costs with a view to maintaining profitability
- Maintain a clean front of house area and organized and clean back of house
- Ensure that weekly and yearly inventory cycle counts happen in addition to communicating with the retail team about any loss prevention issues or areas of concern
- Assume responsibility for ensuring that the retail team opens and closes the store accurately every day
- Ensure that visual merchandising and restocking standards are upheld and consistently audited
- Assess and monitor operational retail budget to find ways to minimize expenses and optimize profits
- Regularly audit retail staff and operational reports and take necessary actions based on results

### REVENUE & SALES

- Oversee revenue forecasts, budgets and expenses for retail stores in collaboration with the leadership team
- Partner with leadership team on the crafting and communication of all sales and service goals including seasonal promotions
- Partner with Director of Purchasing to receive regular updates on new products and brands, inventory constraints, merchandising issues, upcoming markdowns/sales and related concerns
- Schedule and plan in-store events, celebrations, sales contests and SPIFFs
- In a non-commission environment, ensure that retail staff is aware of and bought into how their customer service and store operations excellence affect revenue and profitability

### RETAIL STAFF

- Interview, hire, onboard and coach all retail employees in customer service, store operations, and product and brand knowledge
- Promote and monitor these expectations through training and coaching when their behavior or actions positively or negatively impact the above
- Create a positive atmosphere so that each team member contributes at a high level and finds a sense of satisfaction in their employment
- Meet with each retail team member quarterly to provide positive and constructive feedback about how their individual performance impacts the overall store and discipline or fire staff as needed
- Directly supervise and manage managers and/or key holders
- Assume responsibility for the retail team opening and closing the store accurately every day
- Ensure that employee training happens for all new products, brands and topics relevant to our store
- Oversee the schedules and break charts for both locations
- Synchronize payroll hours to sales forecast to ensure that we are not over or under spending on payroll

## KNOWLEDGE, SKILLS, AND ABILITIES

- Strong supervisory and leadership skills
- Excellent interpersonal and communication skills with a focus and passion for customer service
- Great time management skills
- Attention to detail and organization
- Self-starter who creatively comes up with solutions to address problems or pressure points without waiting for direction
- Ability to confidently and intelligently coach, develop and discipline staff about any issues without avoiding conflict

## TYPICAL DAY/WEEK

This position will have a set schedule with the same two days off each week (outside of seasonal or peak windows). The position is a salary position with 40-43 hours scheduled (including hour long lunch breaks for all shifts); 35-38 hours worked. The majority of the position will be on the sales floor (roughly 75%) providing on-floor coverage, direction and accountability for our retail staff with the rest of the time being back of house (roughly 25%) for things like writing the schedule, creating and auditing reports, meeting with staff, collaborating with the BOH team, etcetera.

JANUARY													TOTALS		
	SUNDAY		MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY			SATURDAY	
	3rd		4th		5th		6th		7th		8th			9th	
	11-6p		10-5p		10-5p		10-5p		10-5p		10-7p		10-7p		
GM	10:30-6:30	8	OFF	0	OFF	0	9:30-5:30	8	9:30-5:30	8	11-7:30	8.5	9:45-6:15	8.5	41

## BENEFITS

- Salary commensurate with experience and qualifications
- Health insurance plans for all employees
- Dental and vision plans for all employees
- Paid time off
- Paid day off during your birthday week
- Paid parental leave (expecting mothers and fathers get 5 weeks of paid time)
- Paid voting leave

## HOW TO APPLY

Send your resume to [contact@wandernorthgeorgia.com](mailto:contact@wandernorthgeorgia.com) before xx, xx 2023. We will reach out directly if interested in scheduling an interview. Not every candidate will be contacted for follow-up.