



LIQUOR STORE MANAGER POSITION DESCRIPTION

Primary Function: Responsible for ensuring smooth and profitable operations of the city-owned liquor store and bar. Develops short and long-term sales and growth plans. Prepares and coordinates employee work schedules, oversees store merchandising and inventory, advertises and markets the business, and prepares product orders in accordance with store analysis and needs. Is considered a working supervisor and oversees retail sales, serves alcoholic & non-alcoholic drinks and food for patrons, orders stock and supplies, stock shelves, and overall management of the store.

Tools and Equipment: Bar, stock, glasses, ice machine, refrigerators, mixers, blenders, cash registers, pizza oven, air fryer, pool table, juke box, television, computer, scanner, etc.

Materials: Liquor, beer, beverages, food, cleaners, solvents, disinfectants, towels, etc.

Source of Supervision: Liquor Control Commission and the City Administrator

Supervision Exercised: Exercises general and technical supervision over liquor store staff.

Working Procedure

1. Supervises and evaluates subordinates and participates in actions such as interviewing, hiring, training, assigning and prioritizing work, scheduling staff and approving time off, and rewarding and disciplining as necessary.
2. Oversees and directs liquor store operations and staff.
3. Plans and promotions, scheduling of work, staffing needs, purchases and general operating policies and procedures.
4. Purchases liquor store products through liquor, wine, beer and mix sales people to obtain the most cost-effective purchases considering volume, brand, cost, turn-over, shelf-life, storage capacity, and delivery needs.
5. Purchases food products and prepares food for patrons.
6. Ensures that inventories on all products are maintained at proper levels to effectively meet customer needs and minimize inventory costs.
7. Supervises the receiving of products and may assist in unloading; checks incoming shipments, supervises storage operations to ensure efficient use of space and maintains products in good condition.
8. Prices all products in conformance with City policies, ensures the products are shelved and properly marked and the prices are changed where appropriate.

9. Sets percentage mark-ups and prepares budget requests, purchase orders and requisitions. Directs all sales operations including planning of in-store promotions and displays, scheduling and supervising of clerks and assisting customers as appropriate.
10. Develops policies, procedures, work rules and operational guidelines for liquor store staff and ensures they are understood and followed.
11. Advertises and markets the business and events via social media, newspaper, media, or other avenues to attract patrons.
12. Ensures effective handling of customers and complaints, proper checking of identification and handling of difficult customers or those who have had excessive drinks.
13. Supervises liquor store staff including: hiring part-time staff and recommending hire of full-time staff; assigning and reviewing work, coaching, rewarding, disciplining, conducting performance evaluations and recommending dismissal or dismissing.
14. Prepares daily reports, tracks sales and enters transfers into computerized cash register; reconciles cash receipts and prepares regular and special reports upon request.
15. Conducts monthly inventories and provides records to City Hall for data entry.
16. Attends Liquor Commission meeting to present information and answer questions when requested.
17. Performs preventative maintenance and minor repairs to liquor store equipment and building; replaces furnace filters and light bulbs.
18. Ensures cleanliness of the building and oversees the work of the contracted janitorial services, determines what cleaning will be done and responsible for cleaning if janitorial services are not available.
19. Oversees Re-Union Hall, including scheduling, cleaning, and maintenance thereof.
20. Performs duties of bartender regularly as needed.
21. Shovel sidewalks as necessary.
22. Maintains liquor store data in compliance with the Data Retention Schedule.
23. Be available to work evenings, weekends, and holidays if needed.
24. All other duties as assigned by the Supervisor.

Minimum Qualifications:

1. High School diploma or equivalent required.
2. Two years of college in business merchandising or a related field, or three years of retail experience in an on-and off-sale liquor store supervising employees, or an equivalent combination of training and experience.

Desired Qualifications:

1. Considerable knowledge of laws related to the sale of liquor and operation of a business.
2. Considerable knowledge of liquor store management including merchandising, retail sales and customer service.
3. Considerable ability to communicate effectively with the public, elected officials, other employees, sales personnel, and state officials.
4. Considerable ability in financial management with profit and loss analytic reporting.
5. Considerable ability to use judgement and discretion in sales based on age, state of inebriation, and/or possibility of bad checks.
6. Considerable ability to operate a cash register and train staff in operation.
7. Considerable ability to analyze information, perform mathematical calculation and

- prepare reports.
8. Considerable ability to supervise, train, and schedule staff.
 9. Considerable ability to plan and direct the operations.

Physical Demands

1. Considerable ability to stand or walk for long periods when tending bar, stocking, or working in off-sale.
2. Considerable ability to bend, crouch, stretch, reach, twist and turn repetitively or for long periods of times to tend bar, stock, clean or assist customers.
3. Considerable ability to see and hear to wait on customers, direct staff, maintain equipment, answer the phone, or arrange for purchases.
4. Ability to use fine motor skills when operating a cash register, preparing reports or tending bar.
5. Ability to frequently lift and carry objects such as cases of beer and liquor and kegs of beer weighting up to 100 pounds.
6. Ability to balance oneself when stocking or carrying items.
7. Working ability to work with cleaning chemicals on a daily basis.
8. Working ability to work with hands frequently in water, or water with sanitizer, when tending bar.
9. Working ability to smell or taste products that may have gone bad.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

While performing the duties of this job, the employee is usually indoors. The environment may have varying levels of noise from conversation, television, and music.

Selection Guidelines

Formal application, rating of education and experience; oral interview; background and reference checks; pre-employment physical; and other job-related test may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

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