



Store Manager & Assistant Manager Job Description

NOC Code: 60020

Reports To: District Manager _____

About Us

It is our desire at Petland to make a difference in the communities we serve. For more than 40 years, Petland has been the retail pet industry leader in the area of animal care with ongoing staff training programs, in-store animal care systems and community service programs aimed at placing homeless pets and curbing pet overpopulation in the community.

The Petland Mission

"Our pet counsellors are dedicated to matching the right pet with the right guest and meeting the needs of both. To our guests who already have pets, we are dedicated to enhancing their knowledge and enjoyment of the human-animal bond."

About the Role

The role of every Petland Staff Member is to balance GAP – Guest Service, Animal Care, and Presentation. By doing so effectively, the Petland Staff Member will be able to deliver exemplary service, contribute to the success of the store, and grow into a strong leader. In addition, Store & Assistant Managers are responsible for the smooth operations of the store, including driving sales, policy & procedure compliance, and training.

Responsibilities

Area of Guest Service

- Engages with and establishes rapport with guests
- Asks questions to find out the guests' needs
- Shows products to the guest which meet the four basic needs and solves their problems
- Suggests additional items which enhance the guest's and their pet's lives
- Determines whether you've established value in the products and if you've created a relationship of trust with the guest
- Creates lasting relationships with guests, causing them to return to the store again
- Treats telephone guests as if they were guests in the store, with urgency and courtesy
- Continuously takes initiative to educate and update yourself in the area of product knowledge
- 100% compliance in the use of tip sheets with every pet adoption
- Performs call backs within 48 hours to every guest who adopts a pet, or makes arrangements for a co-worker to complete the callback within that timeframe
- Informs and educates guests on the benefits of the ClubPet program
- Participates in Petland's online Onboarding Training Program
- Knows the demographic of the store

Area of Animal Care

- Participates in Petland Enthusiast online courses to enhance your animal care and product knowledge
- Ensures Four Basic Needs are represented at all times with all animals in our care
- Completes opening and closing duties according to Animal Care Routines checklists
- Adheres to routine, ohs, and emergency protocols as outlined in the Small Animal & Bird Procedure Manual, Fish & Reptile Procedure Manual, and OHS binder.
- Demonstrates proper handling techniques in order to create excitement for guests with the animals, thereby increasing the socialization of the pets in our care
- Is constantly aware of traffic in the animal areas to maintain the health and safety of the pets in our care

Area of Presentation

- Maintains a pressed and wrinkle-free uniform, which is complete with all parts and complies with store standards at all times
- Is respectful and supportive of your entire team, helping to create a positive team environment
- Creates and maintains a safe environment for guests and co-workers
- Assists with pricing and putting away of merchandise and products
- General upkeep of the store (i.e.: dusting, fronting, facing, merchandising)
- Completes general opening and closing duties using checklists
- Treats and maintains all common areas with care and respect and cleanliness (i.e.: bathrooms, staff room, party room, all areas of the store)
- Follows standardized merchandising guidelines

Area of Sales Management and Development

- Capable of coaching and training all job responsibilities of Pet Counsellor position
- Capable of coaching and training all job responsibilities of Animal Department Manager positions
- Capable of coaching and training all job responsibilities of Inventory Control Manager position
- Capable of coaching and training all job responsibilities of Supervisor position
- Knows Petland's relationship within the industry
- Knows how to accurately complete all new hire paperwork
- Ensures the new hire paperwork is received by the appropriate person, and processed before the employee's first day of work
- Follows the training checklist with all new hires
- Provides regular feedback to all employees on their individual job performance and areas of improvement
- Accurately records schedule hours and takes responsibility for the wage budget
- Accurately records staff hours of work in Payworks
- Schedules to meet the needs of the business and trends of the store
- Reports any discrepancies or changes to the District Manager before the payroll deadline
- Responsible for having correct daily cash outs and sending in paperwork on time and in the appropriate format

Store & Assistant Manager Job Description

- Responsible for daily recording of monies in the store (cash till drawers, Coin Box)
- Responsible for the accuracy of cost of goods and month end paperwork
- Completes weekly sales report for staff
- Completes weekly coaching for staff
- Holds two-minute meetings to provide direction for all staff members
- Makes creative opportunities to involve guests in the fun activities occurring in the store
- Creates, initiates, and executes games for staff in the store
- Ensures animals are out and that excitement around the animals is constant
- Creates “WOW moments” for guests in the store by own actions and through the actions of others
- Is aware of and makes impact on Conversion
- Is aware of and makes impact on Average Ticket
- Is aware of and makes impact on Sales
- Is aware of and makes impact on Guest Count

Additional Manager Job Duties

- Follows and enforces all policies and procedures as indicated in the Policy and Procedure Manual
- Follows and enforces all areas of the Occupational Health and Safety Binder
- Knows all job responsibilities of Pet Counsellors
- Knows all job responsibilities of Animal Department Managers
- Knows all job responsibilities of Inventory Control Manager
- Knows all job responsibilities of Supervisors
- Maintains and updates the Guest Services Procedure Manual
- Maintains and updates the Manager Procedure Manual
- Maintains and updates the OHS Binder and SDS Binder
- Maintains and updates the Policy and Procedure Manual
- Maintains and updates the Training Board

Time Allocation

- Animal Care: 15%
- Guest Service: 15%
- Presentation: 15%
- Sales Management & Development Duties: 55%

Working Conditions

- Shifts are 8 hours per day with weekends, weekdays, and evenings
- Mostly standing/walking
- Work indoors
- Work with animals (both Petland Pets and guests' pets) with the occupational hazard of zoonotic diseases, bites, and cuts. Safety protocols are in place to reduce the risk
- Perform all duties while wearing the appropriate PPE (personal protective equipment)