

Title: General Manager Job Description
Division: Retail
Reports To: Area Operations Manager /VP of Retail
Prepared By: Jeremy Williams
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### General Manager Job Description

**Overview:** The General Manager is responsible for managing personnel, inventory purchasing and tracking, scheduling, hiring, employee training, and the general day-to-day matters pertaining to the retail store. The General Manager is accountable for sales and overall performance for their location. The General Manager is expected to perform with utmost professionalism and compliance.

Essential Duties and Responsibilities include but are not limited to:

- Customer Satisfaction:
  - Lead a team of budtenders and hosts toward effective collaboration and attainment of excellent customer satisfaction.
  - Ensure all customer service initiatives are in place.
  - Oversees day to day to ensure compliance in all areas of customer service, store operations, and loss prevention.
  - Resolve problems by providing creative and practical solutions.
  - Evaluate performance using key metrics and address issues to improve.
- Sales Growth and Profitability:
  - Responsible for understanding store metrics and reports and completing weekly/monthly reporting documents (Retail Daily Sales)
  - Held accountable for overall sales and location performance and achieving positive results
  - Responsible for driving sales and ATVs by encouraging in-house competitions, collaboration with Marketing department, and staff coaching through posting daily results and budtender performance
  - Identify opportunities by staying on top of store trends and demands, analyzing existing assortment performance and communicating customer insights and feedback into the development process.
  - Assists with establishing set standards and objectives based on store specific needs.
  - Establish and maintain efficient operating processes and procedures as laid out by Area Operations Manager
  - Assists with pricing strategy and promotions in line with store demand, margin requirements, and business objectives.

- Training/Leadership/Employee Management:
  - Manage employees, including hiring and developing, planning, assigning and directing work, appraising performance, scheduling, rewarding and disciplining, addressing complaints and resolving employee issues.
  - Train, challenge, motivate, encourage, and provide constructive guidance to team members
  - Assists with establishing and implementing initial and ongoing onboarding procedure and position specific training for employees to ensure an adequate level of understanding regarding guidelines, policies, procedures and compliance, and company goals.
  - Provide effective leadership to employees to ensure a complete understanding of and alignment to the LOVA's vision, mission and values to maintain a positive work environment and a high level of morale.
- Compliance and Safety:
  - Adhere to and promote a culture of compliance.
  - Ensure that workflow, employee incidents, disciplinary action, and performance reviews are all documented appropriately
  - Ensure compliance with the Company's policies and operational guidelines.
  - Monitor the activities of employees, customers, and patients to ensure a safe and secure work environment.
  - Ensure compliance with all local, state and federal regulations.
- Inventory Management:
  - Responsible for location general inventory purchasing, purchasing to budget provided by AOM
  - Ensure inventory is maintained, out of stocks reduced, and price/cost is entered correctly
  - Accountable for accurate use of Point of Sale, inventory management systems, state compliance/ METRC, etc.
  - Oversee cycle counts, wall to wall inventories, receiving, on the floor stocking, and back room management to assure inventory integrity.
- Budgeting & Reporting:
  - Provides timely feedback on month end reports and feedback on actual vs. budgeted performance.
  - Performs to provided target financial goals; sales, gross profits, expense management, and profitability as well as expected sales goal performance for selected SKUs.
  - Completes weekly performance reports to review in weekly retail meeting

- Human Resources:
  - Ensure adherence to company handbooks, new hire onboarding, and MED requirements, etc.
  - Oversees and manages employee time clocks and corrects errors
  - Efficiently communicates all employee information/disciplinary action/incidents up to appropriate channels
  - Conduct, organize, and drive interviews ensuring technical aptitude and cultural fit.
- Cash Management:
  - Assure adherence to cash management systems and protocols to eliminate cash shrinkage and theft.
  - Assure adherence to all store opening & closing counts and procedures.
  - Coordinates and responsible for counting daily deposits
  - Responsible for placing change orders and pickups via Blueline

By signing this form I understand the job requirements and description associated with the position listed above. I agree that I can perform the job requirements listed above with no limitation(s) unless discussed and documented by the General Manager. I understand that other duties and responsibilities apply as required and as assigned.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_