



# JOB DESCRIPTION

## LEAD LIQUOR STORE SALES ASSOCIATE – FULL-TIME



City of Fridley  
Fridley, Minnesota

Date:	July 5, 2018		
Position Title:	Lead Liquor Store Sales Associate		
Department/Division:	Finance/Liquor		
Grade:	A	Hourly Wage Range:	\$15.88 to \$20.27
FLSA Status:	Non-exempt		
Position Reports And Is Accountable To:	Assistant Store Mgr. & Liquor Operations Mgr.		

### **ORGANIZATIONAL MISSION:**

In 2014, the Fridley City Council adopted the following organizational mission: “We believe Fridley to be a safe, vibrant, friendly and stable home for families and businesses.” In addition, City staff committed to the vision by focusing on the core values of being responsive, driven and friendly.

### **POSITION SUMMARY:**

To provide outstanding customer service to the guests of Fridley Liquor and serve as a lead Sales Associate in providing positive and effective leadership, training and work direction to part-time sales staff. This position is responsible for assuring efficient and effective sales transactions, inventory management, merchandise displays, as well as day-to-day facility operations.

### **WHY WORK WITH US?**

- Here, every day matters. Be part of a business that gives back over \$440,000 to the community, and partners with local charitable organizations like the Lions, Banfill-Locke Center for the Arts, and the Springbrook Nature Center Foundation.
- As a leader in the beverage industry, we have been serving our customers and staff since 1949.
- We work hard – play hard. Work in a great environment with amazing people, cool merchandise and a fun atmosphere.
- Great pay, flexible schedule, and competitive benefits.
- Ongoing training. You give us the drive and we will give you the tools to succeed.

### **ESSENTIAL JOB FUNCTIONS:**

1. Ensure that each customer receives outstanding service by providing a friendly environment which includes greeting and acknowledging every guest, maintaining outstanding standards, solid product knowledge and all other components of guest service.

2. Comply with City ordinances and state regulations regarding sale of alcohol including assessing sobriety of all customers to avoid sale of alcoholic beverages to anyone under the influence.
3. Act as Manager On-Duty when Manager and Assistant Manager are not available or on duty.
4. Assist in training, scheduling and providing work direction to part-time employees.
5. Maintain a strong knowledge of store inventory.
6. Assist and advise customers in selection of various brands of liquors, wines, etc.; advises on quantity of purchase for special occasions; and help customers with carrying merchandise out to their vehicle.
7. Effectively operate the Counterpoint POS system; including all aspects of the system as it relates to the guest (making accurate change, ID verification, sales, credit card verifications, Rewards Card, returns/refunds, keg sales, etc.)
8. Oversee and authorize product returns, exchanges, merchandise credits, and discretion discounts (i.e. competitive, employee sales, etc.); assures the completion of all transactions and the proper control of all cash and media at the registers according to City & Fridley Liquor policies and procedures.
9. Perform daily opening or closing procedures for all locations, including: opening and closing; alarm system, safe counts, store opening duties (posting, safe count, preparing deposits, balancing cash, reporting), securing premises, emergency contact information (tiered), etc.
10. Stock shelves, fill coolers with merchandise, set up and take down and reposition displays daily to creatively promote sales and interest in products.
11. Ensures the compliance of store policies, procedures and practices; and supports security and loss control efforts.
12. Effectively perform inventory control functions of the Counterpoint system; including: product lookup, sales history, deliveries, returns to vendors, reports, and product ordering.
13. Effectively perform with a high level of efficiency and energy in a fast-paced and demanding environment for the length of the shift.

**OTHER JOB FUNCTIONS:**

1. Perform administrative assistance and support to Assistant Store Manager & Operations Manager.
2. Assist with special projects, which may include marketing, social media, in-store events, committees and external events.
3. Perform other duties as assigned.

### **MINIMUM QUALIFICATIONS:**

1. Must be a 21 years of age.
2. Possess a high school diploma or general education degree (GED).
3. Two to three years experience and/or training; or equivalent combination of education and experience in a retail environment.
4. Possess a valid Minnesota driver's license with no restrictions and good driving history.
5. Provide reliable transportation to be able to work at both liquor stores.
6. Successfully complete criminal background and reference check process as well as pre-placement physical exam and drug test.

### **DESIRED QUALIFICATIONS:**

1. Experience in working at an off-sale liquor establishment.
2. Considerable knowledge of various brands and the common usage of liquors and merchandise sold in liquor stores.
3. Wine, beer and/or spirits certifications.
4. Proven sales and exceptional customer service skills.
5. Knowledge and experience in working with personal computers with Windows applications, including POS systems, and other office and/or retail equipment.

### **NECESSARY KNOWLEDGE, SKILLS AND ABILITIES:**

1. Knowledge of retail and marketing practices and procedures, specific to the operation.
2. Knowledge of off-sale liquor store operations, procedures and practices.
3. Knowledge of City ordinances and state regulations regarding sale of alcohol including assessing sobriety of all customers to avoid sale of alcoholic beverages to anyone under the influence.
4. Strong working knowledge of opening and closing procedures at all locations including; alarm system, safe counts, store opening duties (posting, safe count, deposits, reporting), securing premises, emergency contact information (tiered), etc.
5. Strong knowledge of store inventory. Location of merchandise, determine inventory/availability, how to obtain merchandise and assist customers in their selection.
6. Strong working knowledge of Counterpoint POS system; including all aspects of the system as it relates to the guest (sales, Rewards Card, returns/refunds, keg sales, etc.)
7. Ability to solicit information and questions from guests and advise on what products would work best for their needs.

8. Ability to perform basic mathematical computations accurately, including: addition, subtraction, multiplication, division, counting, calculating percentages, etc.
9. Ability to read and comprehend written information (e.g. driver's licenses, credit cards, flyers, etc.) and written instructions (e.g. memos, training materials, display instructions, rebate offers, safety warnings, equipment manuals, etc.) in order to communicate and interpret for customers and sales staff.
10. Ability to effectively operate contemporary office equipment, including personal computer, copiers, scanners, fax machine, calculators, etc.
11. Ability to perform research, gather information from a variety of sources related to liquor and retail industry.
12. Ability to periodically access sensitive information required to perform job tasks, requiring the ability to maintain confidentiality and comply with data privacy rules.
13. Ability to communicate effectively verbally and in writing.
14. Ability to perform training of staff, observe, document and provide coaching, feedback, and assistance with performance.
15. Ability to establish successful working relationships, internally as well as externally.
16. Ability to work under pressure, with frequent interruptions and within multiple deadlines.
17. Ability to work well with public and effectively deal with angry, irate or disgruntled customers.
18. Ability to read and comprehend instructions, correspondence, manuals and memorandums.
19. Ability to effectively and comfortably present and promote department information in a one-on-one or small group situation to customers, clients, and other employees of the organization.
20. Ability to understand and following written and oral instructions.
21. Ability to deal with the public and internal staff in a respectful, tactful and an understanding manner.
22. Ability to organize and maintain various records of the department and division for prompt and accurate referral or retrieval.
23. Ability to plan and perform duties with independently with only general supervision.
24. Ability and willingness to learn additional duties as well as to collaborate, participate, and assist with all Department functions, meetings, events, special projects or planning, as needed.
25. Ability to work in a fast-paced, high-energy, physically demanding environment for their entire shift.

**SCHEDULE:**

This position is scheduled to work 40 hours per week, with some potential for overtime. Hours and days may vary due to the need to staff stores during evenings, weekends, holidays or replacing staff during shortages, vacations or illnesses.

**WORK ENVIRONMENT:**

The attached work environment characteristics are representative of those an employee encounters while performing the essential functions of Lead Liquor Store Sales Associate (see the Job Activity Requirements attachment). Reasonable accommodations may be made to enable a person with disabilities to perform the essential job functions.

**NOTICE:**

The above job profile does not include all essential and nonessential duties of this job. All employees with disabilities are encouraged to contact the Human Resources Department to review and discuss the essential and nonessential functions of the job if there are any questions. An employee with a disability can evaluate the job in greater detail to determine if she/he can safely perform the essential function of this job with or without reasonable accommodation. If you are disabled and need additional assistance in completing this application or you need assistance with the testing process, please call (763) 572-3504. TDD number is (763) 572-3534.

**COMPENSATION AND BENEFITS:**

This position is a non-exempt, hourly position which may involve overtime. Hourly wage range is \$15.88 to \$20.27 per hour, depending on qualifications. Benefits include a variety of options, paid entirely or in part for the employee by the City, which includes life, health, and dental insurance; flexible spending program; short- and long-term disability; eighteen (18) days of annual leave per year; eleven (11) paid holidays per year; employee wellness program; deferred compensation; employer's share of payments to workers' compensation, unemployment compensation; and Public Employees Retirement Association pension plan.

**APPLICATION PROCEDURE:**

Application materials may be downloaded from the City of Fridley's website at [www.fridleymn.gov](http://www.fridleymn.gov) or contact the City of Fridley directly at 6431 University Avenue, N.E., Fridley, MN 55432 (763) 572-3504. All application materials are due by 4:00 p.m. Friday, July 27, 2018. Applicants called back for interviews may be asked to complete additional testing.

**July 2018**

The City of Fridley will not discriminate against or harass any employee or applicant for employment because of race, color, creed, religion, sex, national origin, marital status, status with regard to public assistance, disability, age, membership on a local human rights commission, or sexual orientation.

# Fridley Job Activity Requirements

## Mental/Motor, Environmental, Physical Demands, and Hazardous Environment

**Job Title:** Lead Liquor Store Sales Associate

**Department/Division:** Finance/Liquor

**Brief Description of the Job Performed:** To maintain customer service as per City & Fridley Liquor standards; is responsible for efficient completion of transactions, as well as ensuring customer satisfaction by waiting on customers; and proper control of all cash; and media materials in the both Municipal Liquor stores. This position is also responsible for providing leadership, training and work direction to part-time sales staff.

Motor/Mental Ability	VI	O	F	C	Environmental	VI	O	F	C	Physical Demands	VI	O	F	C
Mathematics			X		Works with Others			X		Sitting		X		
Reading		X			Works Alone		X			Standing				X
Writing		X			Customer Contact				X	Walking				X
Reasoning			X		Shift Work			X		Running				
Problem Solving			X		Extended Day		X			Lifting				X
Attentiveness				X	Extreme Hot					Pushing/Pulling				X
Work Supervision		X			Extreme Cold (freezer)		X			Carrying				X
Guidance Available				X	Extreme Noise					Bending at Waist				X
Autonomy				X	Confined Area					Climbing				
Social Interaction				X	High Places (step ladder)	X				Repetitive hand motion				X
Supervising Other Employees				X	Work Indoors				X	Twisting upper Body				X
					Work Outdoors		X			Reaching				X
					Mechanical Hazards					Kneeling		X		
					Electrical Hazards					Driving		X		
					Explosive Material					Crouching			X	
					Chemicals (OSHA Def).					Crawling				
					Fumes					Use arm muscles over extended periods				X
					Gases					Use leg muscles over extended periods				X
					Other					Over shoulder height work		X		
<b>Demand Codes:</b> Blank = Not Applicable or Not Present VI = Very Infrequent, 1 to 2 times a week O = Occasional, up to 1/3 of time F = Frequent, 1/3 to 2/3 of time C = Constant, more than 2/3 of time										Stationary desk or bench work with neck bent forward		X		
										Use hand to finger dexterity to handle, feel, operate and/or manipulate objects, tools, controls, equipment & register		X		

**The number of times the following weights are *lifted*.**

Weights Lifted in pounds	Times per day	Objects Lifted	From what heights to what height in ft.
0 - 10	0 to 300	Beer quarts, 6 packs, 2 packs, wine and liquor bottles	Floor to 6 feet
11 - 24	0 to 50	Beer, 18 packs	Floor to 6 feet
25 - 34	0 to 50	Beer cases	Floor to 6 feet
35 - 50	0 to 50	Cases of wine and liquor	Floor to 6 feet
51 - 74	0 to 50	Cases of wine and liquor	Floor to 6 feet
75 - 100	0 to 4	Kegs, one-quarter barrel (with assistance if needed)	Ground to vehicle (3 feet)
100 - 150	0 to 4	Kegs, one-half barrel (with assistance if needed)	Ground to vehicle (3 feet)

**The number of times the following weights are *carried*.**

Weights Carried in pounds	Times per day	Objects Carried	Distanced Carried in ft.
0 - 10	0 to 20	Customer purchases	30 to 50 feet
11 - 24	0 to 20	Customer purchases	30 to 50 feet
25 - 34	0 to 200	Cases of beer (that are stacked in cooler)	30 to 10 feet
35 - 50	0 to 50	Cases of wine and liquor	5 to 10 feet
51 - 74	0 to 50	Cases of wine and liquor	5 to 10 feet
75 - 100	0 to 4	Kegs, one-quarter barrel (with assistance if needed)	3 to 5 feet
100 - 150	0 to 4	Kegs, one-half barrel (with assistance if needed)	3 to 5 feet