

## ASM Job Description

Mission/Role Support Store Manager in the implementation of initiatives and achievement of goals and objectives, with a focus on Operations, Brand and Talent.

Ensure consistent implementation of store responsibilities including day to day store operation.

### CORE ACCOUNTABILITIES:

- Achieve/exceed personal and store sales goals and performance metrics through the implementation of revenue building strategies.
- Coach and develop staff to exceed individual and store goals, including coaching and development of the sales lead team and to prepare them for an ASM role.
- Coach and develop staff to provide a world class shopping experience through the effective execution of extraordinary brand selling and service culture and concierge program by establishing a client base, staying connected to customer needs, anticipate customer changes, and meeting customer challenges.
- Partner with Store Manager to ensure on-going specific and immediate coaching and feedback are provided to the staff
- Supports the Store Manager in the achievement of all financial and operational objectives with regards to expense control, Loss Prevention, audits/checklists, and weekly reports.
- Assists the Store Manager with recruitment, hiring, and on-boarding of all store positions.
- In the absence of the Store Manager, or at the direction of the Store Manager, may assist with scheduling, payroll control, and leading the store to achieve sales and EBITDA objectives.
- Assist with weekly reporting as directed by Store Manager
- Assist manager with monthly Operational/LP accountabilities including but not limited to: Supply Ordering, Petty Cash, Reconciliation, Safety Meetings, and Alarm tests.
- Executes and follows all company policies and procedures to make sound business decisions and communicate/educate all staff members.
- Partners with the Store Manager on the implementation of visual merchandising directives and maintains standards consistent with company brand strategies.
- Communicates with Store Manager, and/or directly to Corporate partners regarding product mix, trends and needs.
- Holds store keys and regularly participates in store opening and closing functions.

### Job Details

Employment: Full time

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