



**TITLE:** Liquor Store Manager  
**DEPARTMENT:** Liquor Store  
**ACCOUNTABLE TO:** City Administrator  
**JOB STATUS:** Full Time/Exempt

#### JOB OBJECTIVES

Performs difficult administrative work in retail services including the promotion and sale of the municipal liquor dispensaries in line with the objectives and general guidelines established by the City. Work is performed under the general direction of the City Administrator. Continuous supervision is exercised over assigned staff.

#### QUALIFICATION REQUIREMENTS

***To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.***

#### ESSENTIAL JOB FUNCTIONS:

- a. Ensure proper controls are in place and observed to maintain the integrity and legal compliance of the Liquor Store with respect to sales of liquor.
- b. Supervise and train all personnel; ensure liquor operations rules and regulations are followed.
- c. Schedule employees, according to expected sales, to ensure that store is appropriately staffed at all times.
- d. Utilize creative marketing techniques and methods to ensure that all liquor store displays are neat and attractive.
- e. Ensure that store is fully stocked and staffed during all open hours.
- f. Secure building and all receipts at end of shift.
- g. Recommend the purchase of new products based on consumer needs and desires.
- h. Code and prepare invoices for payment.
- i. Update sales totals and price changes on a daily basis.
- j. Relieve other liquor store personnel as necessary.
- k. Ensure personal availability for work during emergencies.
- l. Perform all other necessary duties as apparent or assigned.
- m. Prepare daily receipts and reports for finance department.
- n. Ability to work a flexible schedule, including days, evenings, weekends and holidays.

#### MINIMUM REQUIREMENTS:

Associates/Technical degree and considerable experience in store management, supervision and customer service, or equivalent combination of education and experience. Municipal liquor store operation experience preferred.



**KNOWLEDGE, SKILLS AND ABILITIES:**

- a. Thorough knowledge of computers, software, point of sale programs, inventory controls, and projections.
- b. Thorough knowledge of merchandise locations and traffic flow through displays.
- c. Ability to create, present, and implement promotions.
- d. Comprehensive knowledge of laws related to the sale of liquor and operation of an on/off sale liquor business.
- e. Comprehensive knowledge of liquor store management including supervision, merchandising, retail sales and customer service.
- f. Ability to use judgment and discretion in sales based on age, state of inebriation, and/or possibility of bad checks.
- g. Ability to prepare reports and correspondence.
- h. Ability to respond to common inquiries or complaints from customers, employees, City Council and the general public.
- i. Ability to communicate effectively and establish and maintain effective working relationships with elected and appointed officials, staff, other public officials, sales personnel, state officials, and the general public.

**PHYSICAL REQUIREMENTS**

This work requires the regular exertion of up to 10 pounds of force and frequent exertion of up to 25 pounds of force; work regularly requires speaking or hearing, using hands to finger, handle or feel, lifting and repetitive motions, frequently requires standing, walking, stooping, kneeling, crouching or crawling, reaching with hands and arms, tasting or smelling and pushing or pulling and occasionally requires sitting and climbing or balancing; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound; work requires preparing and analyzing written or computer data, visual inspection involving small defects and/or small parts, using of measuring devices, operating machines, operating motor vehicles or equipment and observing general surroundings and activities; work occasionally requires working near moving mechanical parts, exposure to fumes or airborne particles and exposure to outdoor weather conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

**SPECIAL REQUIREMENTS:**

- a. Valid Class D Driver's License.
- b. Annual Alcohol Server training.
- c. Notary Public Designation.

**REVIEWED BY:**

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor

\_\_\_\_\_  
Date