



## JOB DESCRIPTION FOR RETAIL SALES & MARKETING COMPANIES

### **JOB TITLE: RETAIL SUPERVISOR**

#### **SUMMARY**

To train and manage all assigned retail representatives and to provide information to the Retail Sales Manager or Retail Operations Manager on zone performances. To assist or cause assistance, if needed, for retail representatives in order to properly execute the functions of service for their respective retail store assignments. Promote (company) goodwill.

**DEPARTMENT:** Administration

**REPORTS TO:** Retail Operations Manager/ Retail Sales Manager

**FLSA STATUS:** Exempt

**SALARY RANGE:** (Optional)

#### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

##### Management/Retail Activities (80% of Retail Supervisor's time)

- Provide direction, motivation and training to employees for tasks vital to the success of; and, in support of (company) brands
- Perform activities in concert with their assigned retail representatives, that would cause the successful performance of (company) products, either in the retailer's store(s) or the customer's warehouse
- Explain company policy, procedures, and reporting forms to all newly assigned retail representatives
  - Periodic follow-up for procedural or policy changes
- Provide all current and pertinent information on product lines as it relates to maintenance or sales activities
  - Code dating and rotation or freshness dates
  - Sales velocity or IRI and Nielsen data
  - Advertising support
- Work three days per week with assigned retail reps in order to train, evaluate, assist, and follow-up
  - Regularly assign display objectives in support of our sales plan for each retail person
  - Evaluate performance with each retail rep during and after the close of each drive period
  - Allocate display racks and other point of sales material and follow to see that it is delivered to each retail rep.
- Audit stores for conditions one day per week
- Check retail representatives store files
- Call on key headquarters account as assigned by Retail Sales Manager or Retail Operations Manager
- Regularly check company vehicles and equipment for proper upkeep and maintenance
- Perform all company duties as assigned by Retail Sales Manager or Retail Operations Manager. Plan for and properly execute manufacturer's product recalls to a successful completion
- Follow up to ensure that payments are made to retailers as agreed, for special allowances, all-the-car promotions, and for all offers made to the retailer for unusual performance.

##### Administration (20% or less of Retail Supervisor's time)

- Review and recap daily call reports and activity letters
- Check territory routes for proper coverage
- Monitor assigned retail representatives' administrative reports listed below for promptness and accuracy:
  - Expense reports
  - Bill-back charges
  - Call reports, activity reports
  - Principal audits and provide follow-up with retail representatives if corrections are needed
  - All other reports assigned by the Retail Sales Manager or Retail Operations Manager
- Submit all reports required of the Retail Supervisor

### **PRIMARY WORKING RELATIONSHIPS:**

- Is accountable to the Retail Sales Manager or Retail Operations Manager for proper interpretation and fulfillment of functions, responsibilities, and relationships
- Cooperate with other Retail Supervisors to accomplish (company) goals
- Work with all Business Managers to gain information essential to the success of (company) products
- Work with principals within the guidelines set forth by the Retail Sales Manager or Retail Operations Manager
- Follow the proper protocol when dealing with (company) office personnel
- Coach and motivate retail representatives to accomplish zone, company and personal goals

**SUPERVISORY RESPONSIBILITIES:** Assigned retail sales personnel

### **PERFORMANCE AND/OR EDUCATION PREREQUISITES:**

Proven successful performance of all service, maintenance and sales functions of retail representation at (company).  
Completion of (company) Management Training Course.

### **PHYSICAL DEMANDS:**

Standing, lifting and bending are a standard part of this job. A person must be in optimum physical condition in order to meet the needs of this position.

- A. **STANDING** This is a demanding position which requires a person to be on their feet eight to ten hours per day. It is necessary to walk each store, aisle by aisle, in order to properly merchandise our products.
- When out-of-stock situations occur on the shelf, it is the representative's responsibility to correct them. This involves locating our product in the back room. At times, it is necessary to climb over and around pallets in order to accomplish this. Once the merchandise is located, it must then be carried out to the selling floor.
- B. **LIFTING** This involves lifting and moving cases from the back room to the selling floor. Also, relocating cases from the bottom shelf to the top shelf. An average case weight would be approximately 35 pounds, however, some can go as high as 60 pounds, such as a bale of sugar.
- Cases are also lifted and stacked for display purposes. Often it can mean lifting and stacking as high as ten feet, 50 or 60 cases weighing 34 pounds each.
- C. **BENDING** While not only bending to ground level shelves, or bending into frozen food cases, it involves lifting and moving product. In some instances, the reach into the food case can be up to four feet.
- A frozen food "reset" involves shifting all products in the frozen case into a new position. This means three to five hours of working in a stooped position and reaching up to four feet, while moving product.

**WORKING CONDITIONS:**

The work is typically performed in an office environment; moderate noise

*Hazards:* only those present in a normal office setting.

Please acknowledge that you are able to perform the functions of this position as indicated.

If you can perform the job functions with an accommodation, please describe how you would perform the function(s) and what accommodation(s) would be necessary:

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Employee Acknowledgment

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Date