



## **JOB DESCRIPTION**

### **Guest Services Manager**

#### **OVERVIEW**

Cambridge Butterfly Conservatory is a unique tourist attraction. The Guest Services Manager supports frontline operations including the Gift Store, the Admissions desk and occasionally the Chrysalis Café, all while acting in accordance to the policies and standards set forth by Cambridge Butterfly Conservatory.

The Guest Services Manager is a Senior Management position. This position provides sales and merchandising expertise, as well as customer service leadership to all staff. They are responsible for daily operations of the gift store; including managing and supporting front line staff, providing guests with exceptional customer service, processing gift store and admissions transactions, purchasing merchandise, and inventorying of gift store merchandise.

*Cambridge Butterfly Conservatory welcomes and encourages job applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.*

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#### **REPORTS DIRECTLY TO:**

Financial Controller > Executive Director

#### **HOURS**

- 37.5 hours per week, increased hours as business needs arise, up to but not exceeding 44 hours
- Weekdays, occasional weekends as business needs arise
- Staff are required to be available for our busiest events including: Family Day weekend, March Break, Easter weekend, Canada Day weekend, Labour Day weekend and Christmas break

#### **REQUIREMENTS**

- 5+ years of retail / customer service experience
- 5+ Supervisory and/or managerial experience
- Strong business sense
- Exceptional customer service skills
- Ability to work well under pressure
- Strong organizational skills
- Ability to perform multiple tasks successfully
- Valid Standard First Aid and Level C- CPR qualifications
- Current Criminal Reference Check - Vulnerable Sector

## **RESPONSIBILITIES**

### **Gift Store Operations**

- Recruit, train, develop, motivate and manage front line staff
- Summarizing and interpreting sales and admissions numbers to complete monthly pulse reports
- Monitor and manage sales margins for the gift store
- Create and execute initiatives to increase revenue
- Responsibility for sales and profitability of the store
- Strategize, build and exceed sales targets
- Control expenses and manage customer relations
- Responsible for all merchandising purchases
- Identifying customer preferences and forecasting consumer trends
- Evaluating supplier options according to prices, quality etc. and determine the best products
- Discovering and purchasing new products while consistently checking the quality and popularity of our current inventory
- Negotiate terms of agreements with vendors to achieve the best deal for our company
- Manage inventory, and all store purchasing decisions
- Execute and train staff on safe cash handling procedures in all departments
- Train staff to implement the customer service practices CBC strives to achieve
- Recover store on a daily basis
- Merchandising of the store/layout and changes
- Loss prevention maintenance
- Ensure cash register programs are updated, and maintained for daily use and special events
- Responsible for the CBC membership program
- Monitor and collect reports on discount programs such as FYB, Attractions ON, as well as our valid coupon collections

### **Senior Management**

- Responsible for scheduling of front line staff; including managing daily front line operations
- Participate in business decisions for company policies and procedures
- Monthly management meetings to strategize best practices and increase revenue
- Collaborate and decision make with senior staff on business needs and daily operations
- Duty Manager when required: this includes
  - Open/close entrances and arm/disarm security alarms
  - Manage (set-up, take-down, payment etc.), greet and liaise with groups and facility rental customers
  - Manage any customer complaints, staffing issues or facility maintenance problems
  - Provide lunch break to frontline staff as required
  - Act as onsite manager for any emergency situation

## **OTHER**

- Joint Health and Safety Committee member
- Staff Wellness Appreciation Team member
- Donation Coordinator

**OTHER**

- Adhere to all Company policies, rules, systems and procedures which are outlined in the Cambridge Butterfly Conservatory Employee Handbook, as well as all Health and Safety policies and procedures and safe work practices
- Other duties as required

**UNIFORM**

The Gift store Attendant is required to wear uniform at all times in accordance with Cambridge Butterfly Conservatory Employee Handbook, Policy #7.02.