Regional Manager Role Description
This position reports directly to the Chief Operating Officer

Essential Job Responsibilities and Accountabilities

1. Drive Sales, Profitability and Gross Margin Growth
   - Responsible to drive area sales and profit plans to budget through successful leadership, organizational plans, customer service, and outstanding execution of all field operations strategies, consistently across all stores.
   - Know and manage the business by effectively using sales reports, assessing departmental results, and developing specific actions directly related to business development and growth, consistently across all stores.
   - Lead and direct the development of department level sales goals and action plans for store teams directly tied into measurable results and timely and consistent execution.
   - Know our customer by interacting with the customer on the sales floor and observing shopping behaviors, and associate/customer experience.
   - Responsible to ensure that all associates are current and up to date with product knowledge, product use, and related product market basket application through a commitment to formalized training and development within prescribed time lines and standards.
   - Accountable to ensure that trends of underperformance are formally addressed, with clear and documented performance improvement plans.

2. Customer Engagement
   - Customer engagement must be a point of differentiation aimed at quality, ideas, acknowledgment and inspiration, which leads to an emotional and loyal brand/customer attachment.
   - Ensure that all store associates greet, engage, demonstrate, inspire, and manage the floor and customer flow towards an outstanding in store customer experience.
   - Set high expectations for excellent customer service and hold the management team accountable to the measurable results associated.
   - Responsible to manage all stores consistently towards acceptable customer service scores, feedback, and conversion results.

3. Merchandise Presentation
   - The store merchandising environment must be a point of differentiation aimed at getting a customer excited about the uniqueness of the offering, the possibilities that may exist, bringing product to life, inspiring a recipe of need, leading to a WOW marketing benefit.
   - Our windows must represent a great first impression with clear, creative messages related to the brand offering.
   - Consistently implement the company visual presentation and merchandising standards to guidance, inclusive of product presentation, sampling, signing, and lighting.
   - Ensure stores are “closing to open” and that throughout the day, clear and defined associate floor zoning and management occurs to maintain visual/merchandising standards, coupled with an outstanding customer engagement culture.

4. Manage Store Inventory
   - Ensure that each store associate is trained and compliant with all basic inventory management/movement/receiving processes. Consistently execute quality inventory practices with receiving, restocking, transfers, and managing inventory discrepancies.
   - Inspect and take action on out of stocks and negative sku reporting.
   - Comply with prescribed in store/product cycle counts on a timely and accurate basis.
   - Manage store receiving (door to floor in 4) consistently across all store teams.
5. Recruitment/Hiring/Training and Retention of Top Talent
   • Ensure the overall people plan of the area reflects high standards, bench and succession planning, coupled with consistent mentoring and people development.
   • Manage stores to work within labor scheduling budget/models, both hours and FT/PT ratio as well as AHR.
   • Direct a standard with store schedules that reflects a store staffing approach that meets the customer needs.
   • Ensure stores have bench strength for future management needs both in existing and new store markets.
   • Responsible to maintain a current career path/associate assessment overview of each store team, and the Area as an operating unit.

6. Operations
   • Manager store management teams towards acceptable Store Operations/Human Resource audit compliance scores. Conduct training/inspection audits quarterly in each store.
   • Understand and administer the HR policies and procedures and ensure compliance with them, consistently between stores.

7. Communication
   • Responsible to consistently and effectively communicate the company objectives to all store management teams through organized and scheduled conference calls and email communication.
   • Establish a process to ensure that stores have accountability to expectations on a consistent and timely basis.

Attributes
   • A visual merchandising eye for current trends, color, inspiration and creativity.
   • Demonstrated passion for the Paper Source brand and its products.
   • Arts and crafts background preferred.
   • Demonstrated time management organization and focus on ability to prioritize and multi task, with laser like focus to detail.
   • Ability to articulate thoughts into clear and concise written and verbal communication.
   • Outstanding leadership skills. Inspiring interpersonal effectiveness to lead team, train talent and effect change. Willing and able to be a “doer” and “influencer”.

Requirements:
   • Minimum of 7 years of progressive responsibility in retail store operations, with successful multi-unit specialty store responsibility.
   • A proven track record of strong performance in driving performance and key field operations metrics, coupled with successful and consistent organizational development history.
   • Demonstrated experience in successful rollout and implementation of area-wide store presentation, sales, operating discipline, and communications initiatives.
   • Revenue and profit making orientation.
   • Proven background and experience associated with associate relations, asset protection, and legal compliance.
   • Outstanding leadership skills. Inspiring interpersonal effectiveness to lead team, train talent and effect change. Track record of building talent. Able to balance the need of delivering a creative experience, and a profitable result.
   • Bachelor’s degree required.