

BENCHMARK EVALUATION

Identification Section

Position Title: Director, Retail Sales & Territorial Agent Services
Supervisor's Title: Vice President, Operations
Department: Community Services/Yukon Liquor Corporation
Branch/Unit: Retail Sales & Territorial Agent Services

General Summary

This position manages the Retail Sales & Territorial Agent Services Branch which is responsible for the retail sale of liquor products to the general public. In the rural liquor stores, is also responsible for the retail sales of liquor products to licensees, Territorial Agent Services, and liquor permitting for special events.

Organizational Structure

Deputy Minister



Vice President, Operations



- Manager, Licensing Development & Social Responsibility
- Manager, Program Support
- Manager, Purchasing & Distribution
- **Director, Retail Sales & Territorial Agent Services – Benchmark**



- Manager, Liquor Store & Territorial Agent Services (six) – Haines Junction, Faro, Watson Lake, Mayo, Whitehorse, Dawson City

There are 50+ positions in the Retail Sales & Territorial Agent Services Branch.

Principal Responsibilities:

1. Develops, implements and monitors strategic and business plans (including O&M and capital budgets) for the retail sale of liquor products to the general public through six liquor stores, and to licensees in the five rural liquor stores, including plans for expansion/development of new stores. Maximizes the retail and financial performance of the six liquor stores, and licensee sales in the five rural stores, with due regard for social responsibility principles (includes both cost controls and revenue generation opportunities).
2. Works with the Liquor Store Managers and the Director, Purchasing & Distribution to select the appropriate retail products and mix for each store, addressing seasonal and local market variation.
3. Develops and implements appropriate policies and procedures for all retail operations, and for sales to licensees in the five rural liquor stores.
4. Builds a strong team of Liquor Store Managers by training, developing, recognizing and mentoring them in liquor store staff development and management and their evolving retail roles. Leads the Liquor Store Managers in translating the strategic and business plans into specific goals and objectives.
5. Works with other departments/agencies to provide consistent and accessible Territorial Agent services in the five rural liquor stores, including negotiating agreements, streamlining processes and/or identifying resource requirements and interdepartmental issues and concerns.
6. Works with Licensing, Development & Social Responsibility to issue reception/ special occasion permits in the rural liquor stores.
7. Maintains awareness of new advances in retailing, merchandising and marketing. Implements new or revised methods and procedures.
8. Regularly reviews store performance, compliance and customer service standards, including preparing, reviewing and analyzing sales and inventory reports for all stores, identifying trends, and preparing forecasts.
9. Participates as a member of the corporation's senior management team in resolving corporate issues and developing corporation strategic, short and long-term plans, and corporation goals, objectives and priorities. Prepares Yukon Liquor Board submissions, Cabinet Submissions, Management Board Submissions, and briefing notes and responses to letters to the Minister as required.

10. Works with the Manager, Program Support to address loss prevention and security strategies and practices, including security measures, alarm systems, and shrinkage-prevention, as well as appropriate safety and work practices.

Budget Year:	2007/08
Annual Payroll:	\$1,843,162
O&M Budget (excluding payroll):	\$1,310,800
Capital Budget (excluding payroll):	\$ 135,000
Net Sales:	\$6,884,400
Recoveries:	\$

Working Conditions:

This position works in a normal office environment. Regular travel to the five rural communities with liquor stores is required usually every four to five weeks.

Director, Retail Sales & Territorial Agent Services

Group Allocation Rationale

Manages the financial, human and materiel resources of the Retail Sales & Territorial Agent Services Branch. Principal responsibilities include the planning, implementation and evaluation of liquor sales and Territorial Agent services.

Evaluation

Know-How	Problem Solving	Accountability	Short Profile	Working Conditions	Full Points
EII3 304	E3+(38%) 115	E2-P 175	+3	27	621

Evaluation Rationale

Know-How:

- **E:** Position requires knowledge breadth related to retail operations and product distribution. Also requires sound business knowledge to review financial statements and reports.
- **II:** Position manages a multi-store retail operation that is in largely a single line of business. Adding somewhat to managerial complexity is that the position is responsible for Territorial Agents delivering other government licensing in locations outside of Whitehorse. Position reports to an ADM equivalent.
- **3:** Position utilizes a critical level of human relations skills to motivate a relatively large staff.

Problem Solving:

- **E:** Position is a manager expected to manage a retail operation of a single commodity group throughout the Territory within well established guidelines.
- **3+:** While the program only has moderate complexity, there is some diversity to the issues the position is required to deal with in the areas of purchasing, supply and logistics. Position has supervisory issues to deal with from a large staff.
- **38%:** Position manages a large operational (not developmental) program.

Accountability:

- **E:** Position independently manages the delivery of a retail store operation where guidelines are well established and there is little variation in the commodity marketed.
- **2-:** Position oversees a retail operation across the Territory.
- **P:** Position has controlling impact over a territorial program.

Short Profile:

+3: Position is a manager responsible for a retail store operation where resources managed are substantial. Position has an extreme RESULTS focus.

Working Conditions:

- **Physical Effort (2):** Benchmark typically works in a comfortable indoor location the majority of the time without any heavy lifting or other similar physical demands.
- **Physical Environment (4):** Environment is comfortable with little exposure to noise, dust, cold, etc. Benchmark is required to travel to the communities.
- **Sensory Attention (7):** Position is required to review a number of detailed statements and reports in a highly focused manner.
- **Mental Stress (14):** Considerable mental stress is experienced from conflicting priorities with some disruption to personal life.