

# Retail Management

Thirteenth Edition

## A Strategic Approach

## SELECTED POSITIONS IN RETAILING

Here are descriptions of about 40 of the many positions that are available for those who are interested in a career in retailing. The opportunities are quite diverse.

**Accountant (internal)** – Records and summarizes transactions. Verifies reports. Provides financial information, budgets, forecasts, and comparison reports.

**Advertising manager** – Develops and implements an advertising program. Determines media, copy, and message frequency. Recommends ad budget and choice of ad agency.

**Assistant buyer** – Works under the direction of a buyer, usually in a specific product category. Assists in sales analysis, order handling, buying, and setting up displays.

**Assistant department manager** – Works under the supervision of a department manager. Assists in managing personnel, controlling inventory, and other store operations.

**Assistant store manager** – Helps implement merchandising strategy and policies; interviews, hires, and trains sales personnel; takes inventory; and orders supplies.

**Auditor (internal)** – Analyzes data, interprets reports, verifies accuracy of data, and monitors adherence to the retailer's regular policies and practices.

**Buyer** – Devises and controls sales and profit projections for a product category (generally for all stores in a chain); plans proper merchandise assortment, styling, sizes, and quantities; negotiates with and evaluates vendors; and often oversees in-store displays.

**Catalog manager** – Selects merchandise for inclusion in catalogs, works with vendors, orders catalogs, and monitors order fulfillment (particularly, timely shipments).

**Commercial artist** – Creates illustrations, layouts, and types of print to be used in the retailer's ads and catalogs, as well as on private label packages.

**Credit manager** – Supervises the credit process, including credit eligibility, credit terms, late payment fees, and, consumer credit complaints.

**Data-processing manager** – Oversees daily operations of the computer facility. Generates appropriate accounting, credit, financial, inventory, and sales reports. Recommends hardware and software.

**Department manager** – Responsible for a department' s merchandise displays, analyzing merchandise flow, and the training and direction of the sales staff. Assists buyers in selecting merchandise for branch stores.

**District store manager** – Responsible for management personnel, sales generation, merchandise presentation, expense control, and customer services in all stores in district.

**Divisional merchandise manager** – Plans, manages, and integrates buying for an entire merchandise division (comprising many departments).

**Fashion coordinator** – Directs buyers in evaluating fashion trends. Oversees fashion shows.

**Fashion director** – Responsible for developing and maintaining a retailer' s overall fashion perspective.

**Franchisee** – Purchases a business from a franchisor. Benefits by common format, joint ads, and trouble shooting of franchisor. Decisions constrained by franchisor.

**Franchisor** – Develops a business format and image, then licenses the right to utilize this format and name to independent businesspeople. Oversees franchises, maintains operating standards, and receives royalty fees.

**Group manager** – Manages a number of department managers in different merchandise classifications. Trains, supervises, and evaluates these department managers.

**Inventory manager** – Coordinates the on-floor and off-floor flow of merchandise; responsible for making sure the proper product assortments are on hand.

**Logistics manager** – Oversees the distribution of merchandise from the supplier to the retailer, warehouse operations, the allocation of merchandise to stores, and merchandise returns.

**Management trainee** – First position for most college graduates entering retailing. Involves company orientation, classroom and on-the-job training, and close contact with buyers and group managers. Leads to department manager or assistant buyer.

**Marketing research director** – Acquires and analyzes relevant and timely data to assist executives in making important decisions. Very involved in methodology and data collection.

**Merchandise administrator** – Coordinates and evaluates the work of buyers in several related merchandise classifications (in a division).

**Merchandise analyst** – Plans and evaluates merchandise allocation to stores to ensure items are shipped at the right time, in proper amounts, and in the right assortment. Sets assortment strategy based on trends. Monitors reorder systems.

**Merchandise manager** – Coordinates selling efforts among different departments (merchandise categories). Acts as liaison between store managers and buyers. Similar to group manager, but, there are expanded merchandise responsibilities.

**Operations manager** – Responsible for receiving, checking, marking, and delivering merchandise; customer service; workroom operations; personnel; and maintaining the retailer's physical plant.

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**Personal shopper** – Provides personalized attention to individual customers, serving as a trusted consultant for clients who tend to be loyal and spend a good amount with the retailer.

**Personnel manager** – Devises a personnel policy. Analyzes long-run personnel needs. Recruits, selects, and trains employees. Works on compensation scales and supervision rules.

**Public relations director** – Keeps the public aware of the retailer's positive accomplishments. Measures public attitudes. Seeks to maintain a favorable image of the company.

**Real-estate director** – Evaluates retail sites. Negotiates leases or purchases. Works with builder on construction projects.

**Sales manager** – Typically supervises the on-floor selling and operational activities for a specific retail department.

**Salesperson** – Enables customers to make proper choices. Handles minor complaints. Stocks some items and sets up some displays. Notes understocked items. May also serve as a cashier.

**Sales promotion manager** – Plans and enacts special sales, themes, and sales promotion tools (such as contests).

**Security supervisor** – Responsible for minimizing pilferage among employees and customers. Recommends security systems and procedures. Manages a retailer's security personnel.

**Senior vice-president for merchandising** – Responsible for developing and evaluating all of the merchandise categories for performance. Has direct accountability for growth and profit.

**Social media manager** – Oversees the social media efforts of the retailer, include its blog, Facebook page, and other sites.

**Store manager** – Oversees all store personnel and operations in a given outlet. Coordinates activities with other units in a chain. Responsible for customer service; implements merchandising and human resource policies.

**Warehouser** -- Stores and moves goods within a warehouse. Keeps inventory records and rotates stock.

**Web specialist** – Involved with firm's Web site, from design of pages to oversight of customer interactions at the Web site.