

**LEGISLATIVE ASSEMBLY OFFICE**  
**JOB PROFILE**

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**Visitor, Ceremonial and Security Services**  
**Retail Services Coordinator**

May 2019

The goal of Visitor Services is to increase public awareness of the Legislative Assembly within Alberta's democratic parliamentary system through information and outreach programs.

Under the direction of the Supervisor, Retail Services, the Retail Services Coordinator acts as a role model and team lead for the retail team, supporting the day-to-day operations of the Alberta Branded store. The Retail Services Coordinator ensures a productive store environment by overseeing daily workflow in the store, following and enhancing retail related procedures and provides an engaging and genuine experience for the Retail Associates and clients.

Visitor, Ceremonial and Security Services (VCSS) operates in accordance with Legislative Assembly Office (LAO) policies and procedures, the Legislative Assembly Act, Standing Orders, and direction from the Speaker, the Members' Services Committee, and the Clerk.

**Responsibilities**

1. The Retail Services Coordinator, under the direction of the Supervisor, Retail Services, provides team lead direction for the day-to-day operations of the store, encouraging a collaborative approach amongst the retail team and a priority on excellent customer service.

**Activities:**

- working with the Supervisor, Retail Services, develop orientation and training plans and ongoing professional development opportunities for Alberta Branded staff
- act as team lead on the retail floor, answering questions and providing guidance and regular feedback to the Retail Associates
- provide staff training in retail procedures and client services
- as a front line representative of the Legislative Assembly, act as a role model, ensuring professional and friendly interactions with all internal and external clients
- working with the other Retail Services Coordinator and Retail Associates, inspire and educate customers about the store's unique products through artist information, product stories and connection to Visitor Services exhibits and events
- prepare a daily agenda, for review and approval by the Supervisor, Retail Services, to ensure operational priorities are clear and shared with the retail team
- quickly identify customer's needs and make meaningful suggestions for product selection
- demonstrate consistent selling behaviors that promote a connection to the store's merchandise
- prepare monthly staffing schedules with a fair and equitable distribution of available hours based on operational requirements of Alberta Branded
- working with the Supervisor, Retail Services, coordinate the workload and responsibilities for staff assigned to Alberta Branded
- update the Alberta Branded training materials and OneNote ensuring that all staff are trained in retail processes and procedures
- foster a positive work environment and regular communications by actively participating and coordinating regular team meetings

- prepare and lead daily morning staff meetings in order to prepare staff for daily tasks, changes to Alberta Branded and upcoming training.
  - provide current and accurate tourism information based on demand in addition to referrals to information sources requested by visitors
  - promote Visitor Services programming, including tour information, events, exhibits and programs, ensuring all information is current
  - collaborate with the Retail Associates to ensure that merchandising and store layout effectively highlight items and artists while providing a flow through the retail space, making recommendations to the Supervisor, Retail Services for any significant changes
  - provide feedback to the Supervisor, Retail Services on customer requests, reaction to merchandise and the store environment
  - assist in researching, assessing and making recommendations regarding new product possibilities
2. The Retail Services Coordinator supports and ensures that current operating procedures and guidelines are followed.
- Activities:**
- using strong judgment and relationship skills, resolve customer service related issues, elevating as needed to the Supervisor, Retail Services
  - accurately process transactions utilizing point of sale software while generating the appropriate supporting documents for our internal clients
  - ensure that daily deposits and transactions are balanced and meet the reporting requirements of the Legislative Assembly Office
  - ensure that floats are maintained accurately, reporting discrepancies to the Supervisor, Retail Services
  - prepare and deliver weekly bank deposits to Alberta Treasury and Finance in a secure and safe manner
  - ensure customer records are completed accurately and stored according to standardized procedures
  - assist the Supervisor, Retail Services with the implementation of operational standards and in-store initiatives
  - assist and coordinate theme related events for the store in consultation with the Supervisor, Retail Services
  - generate month end reports for the purpose of analyzing store operations
3. The Retail Services Coordinator takes a lead role in inventory management and analysis, working under the supervision of the Supervisor, Retail Services.
- Activities:**
- coordinate inventory integrity by accurate execution of receiving and reporting any shipping discrepancies or product damages, followed by accurately pricing product
  - ensure that an effective inventory management system is maintained to categorize, track and monitor inventory items and levels
  - facilitate placement of new inventory items on the store floor in an expedient manner
  - working with the Supervisor, Retail Services to ensure policies, procedures and the expectations of the store are adhered to by the Retail Associates through orientations and ongoing training

- ensure proper execution of operational practices in order to maintain staff and customer safety
  - monitor stock levels effectively, generating purchase orders after assessing inventory levels, seasonality, seasonal and budget considerations; submit recommendations to the Supervisor, Retail Services
  - ensure a sufficient level of inventory within Alberta Branded by monitoring and ordering items when necessary
  - maintain retail storage areas considering practicality, safety and ready accessibility in collaboration with the Retail Associates
  - ensure invoices are coded and processed in a timely fashion with proper documentation for review of the Supervisor, Retail Services
  - ensure that inventory records are maintained accurately and verified periodically
  - coordinate annual inventory counts to coincide with fiscal year end in accordance with policies set by Financial Management, including the entering of the findings, generating a discrepancy report and analysing the results
4. Ensure that efficient systems and processes are in place to enable Alberta Branded to meet anticipated demand from MLAs and the public in terms of quantity, quality, and variety of product in addition to customer service.

**Activities:**

- oversee the research, assessment and liaison with vendors for new product possibilities to ensure that the craft, souvenir and promotional items featured in Alberta Branded are unique
- seek out prospective artists throughout the province and negotiate vendor agreements
- coordinate a contractual relationship with consignment vendors, ensuring that terms of the contract, such as payment, are satisfied
- ensure that the merchandising and store layout effectively highlights items and vendors and provides a flow through the retail space, making recommendations to the Supervisor, Retail Services for large scale changes
- ensure that new product codes (PLUs) and vendors are processed in a timely manner, making new items available in the store quickly
- identify and generate relevant Alberta Branded store metrics that can be reported to the Supervisor, Retail Services for review and action
- when required, participate in the operational planning process for Visitor Services by making recommendations pertaining to the direction of Alberta Branded
- participate in the development of operational guidelines, procedures, and policies for Alberta Branded, in consultation with the Supervisor, Retail Services.
- liaise with Financial Management and Visitor Services operational staff to ensure accurate budget tracking
- develop security and accounting procedures and practices in consultation with the Supervisor, Retail Services and the Manager, Visitor Services
- trouble shoot and liaise with Information Technology to resolve problems and resume system functioning in the event of a problem with the computerized point of sales software
- ensure that capabilities of the computerized point of sales system are enhanced through system upgrades
- keep other members of the Visitor Services staff informed as to new items or products in Alberta Branded
- develop new product lines in accord with the Alberta Branded strategic priorities

- work with the Supervisor of Retail Services in the development and review of annual business plans
5. Under the direction of the Supervisor, Retail Services, participate in the development, implementation and monitoring of proactive marketing plans to increase awareness of Alberta Branded inventory and services to MLAs and the public.

**Activities:**

- coordinate the planning, implementation and maintenance of retail sales online, liaising with internal and external contacts to ensure that new inventory is available to on-line clients in a timely manner
  - when required, participate in the development of annual Alberta Branded marketing plans and promotional strategies that are in line with the overall marketing plan for Visitor Services and adhere to the protocols of the LAO and the guiding principles of Alberta Branded
  - write and edit biographies of vendor artists; write online content and coordinate photography; ensure online content is kept current and accurate
  - develop partnerships within the arts and heritage community and their retail operations
  - participate in the development and implementation of client evaluation of products and services.
6. Provide efficient and effective administrative and special event support to Visitor Services, ensuring a high level of service to all visitors and MLAs, in accordance with LAO and branch policies and procedures.

**Activities:**

- ensure that comprehensive support is provided to the Visitor Services office
  - ensure regular communication with the Supervisor, Retail Services regarding projects and issues relative to the operations of Alberta Branded
  - assist the Visitor Services team in the organization and delivery of special events
  - act as a representative of Visitor, Ceremonial and Security Services and the LAO while maintaining a professional demeanor, adhering to LAO protocol and ensuring the safety for special events attendees
  - ensure that visitor experiences meet or exceed expectations and assist in the coordination of special projects or initiatives for events involving or directed through Visitor Services
7. Support the overall operations of the LAO in order to meet the goals and objectives of the LAO in the provision of support to the Legislature.

**Activities:**

- contribute as an active team member to LAO initiatives, which may include supporting the Clerk, Speaker and ceremonial and conference functions
- participate in planning, implementation and monitoring of services required to ensure a smooth transition from Legislature to Legislature, which includes assisting new members and staff during pre and post election activities
- demonstrate commitment to workplace health and safety by following safe work practices and reporting work related accidents and hazards immediately
- Demonstrate support for a positive workplace culture and the valued behaviors pursuant to the Respectful Workplace Policy

## **Scope**

- services impact the general public as well as MLAs, constituency and caucus offices, the Office of the Speaker, the Office of the Clerk, management and staff of the Legislative Assembly
- assist in the daily operation of Alberta Branded, in addition to providing administrative and special event support
- position works with independence handling routine problems where policy and procedure have been outlined and/or precedent set and organizing own work
- may make recommendations to the Supervisor, Retail Services for procedural changes and to resolve problems regarding administrative functions
- decisions that fall outside guidelines or that could affect the Speaker or the LAO as a whole are referred to the Supervisor, Retail Services
- liaises with MLA offices, government departments, the business community and the general public
- utilizes sensitivity and tact while interacting with the public
- services provided impact the efficient operation of the branch and reflect on the LAO's nonpartisan role
- position will require lifting and other physical activity

## **Knowledge, Skills and Abilities**

- two to three years of previous retail experience in a leadership role
- completion of post secondary education in a related field.
- knowledge of or an interest in art, fine craft, design and possibly photography would be an asset.
- thorough understanding of the goals, objectives, policies, procedures and protocol of the LAO
- strong public relations skills, in particular strong verbal and written communication skills
- ability to build strong relationships with vendors, clients and staff
- team lead experience in a retail environment
- demonstrated effectiveness in providing exemplary customer service, merchandising, and the utilization of technology for inventory management
- ability to project a professional and efficient nonpartisan attitude in interactions with internal and external clients and a strong commitment to client service
- thorough knowledge of government organizational structure and functions and the ability to establish and maintain professional relationships and partnerships with those organizations
- outstanding time-management and organizational abilities with dedicated attention to detail
- highly developed use of judgment supported by tact, diplomacy, excellent analytical and problem solving skills
- advanced computer skills that include word processing, spreadsheet, internet search skills, databases and computerized point of sales applications
- ability to work within a team environment as well as independently to support the goals of the branch
- full working knowledge of the goals, objectives, policies, procedures and protocol of the LAO
- flexibility in adapting to irregular hours corresponding with special events
- operates as part of a non-partisan entity in a dynamic political environment