

Job Title: Assistant Shop Manager

Reports to: Shop Manager

Job Summary

The Assistant Shop Manager assists the Shop Manager in running the day to day operations of the Heinemann Americas Shipboard stores through their ability to help lead staff, analyze sales figures, and drive product sales. Additionally, drives guest traffic and sales within HACR Shipboard stores through excellent communication skills, enthusiasm, event promotion, and relationship building.

Duties and Responsibilities

- Assists Shop Manager in leading and mentoring shop staff.
- Analyzes sales figures and helps Shop Manager identify areas of deficiency in staff performance, product assortment, or other areas impacting sales.
- Ensures the shops are hitting sales targets and meeting performance expectations.
- Understands promotional planner and event schedule to drive product sales and guest traffic.
- Partners with ship's Cruise Director to identify cross promotional opportunities and to promote scheduled shop promotions.
- Develops relationships with other shipboard vendors and cruise partner staff to execute events and drive guest traffic to store.
- Deliver an outstanding guest experience by understanding guest needs and identifying shopping trends.
- Keeps up to date with special promotions and putting up displays.
- Maintains responsibility for the organization of the promotional storage locker.
- Motivates and coaches shop staff to achieve or exceed sales and promotional targets.
- Promote high quality retailing standards.
- Maintains excellent visual merchandising standards with high-converting displays; optimize retail sales space for maximum revenue.
- Trains and coaches shop staff on Heinemann's standards – product knowledge, selling techniques, asset protection and guest service.
- Manages inventory with an emphasis on asset protection and stock control.
- Analyzes and reports sales and talent data to corporate office.
- Handles guests' complaints and queries.
- Must be prepared to multitask and take on additional duties as needed (including vessel safety duties).

Required Skills and Experience

- At least 2 years' shipboard experience in the Assistant Manager position, or 4 years' experience as a Retail Manager in a fast pace retail environment, required.
- Excellent ability to identify guest needs and preferences, while possessing excellent customer service skills.
- Excellent ability to identify staff performance issues and decline in morale. Ability to coach and mentor staff.
- Ability analyze sales figures and trends.
- Fluent in English, oral and written. Ability to speak multiple languages preferred, but not required.
- High School graduation certificate.
- Previous shipboard retail experience highly preferred.
- Strong customer service, communication and negotiation skills.
- Knowledge of products and inventory techniques.
- Ability to stand for extended periods of time and move boxes weighing up to 50lbs.