



## Auxiliary Services Job Family: **Retail Progression**

These generic job title summaries are intended to indicate the kinds of tasks and levels of work complexity that will be required of positions classified to any of these titles and are not intended to be construed as declaring the specific duties and responsibilities of any particular position. The use of particular expressions or illustrations describing functions within a specific job title does not exclude other duties of a similar kind and/or level of complexity. Positions are classified to a particular job title based upon the predominant level of expected work complexity. ***A position that is classified into this title and band must meet the Cornell requirements for exemption under the FLSA.***

### GENERIC JOB PROFILE SUMMARIES

Retail Associate INDIVIDUAL CONTRIBUTOR	Manager Retail I MANAGEMENT	Manager Retail II MANAGEMENT	Director Cornell Business Services MANAGEMENT
Oversee all facets of sales floor operation including provide daily work direction.	Plan and manage all aspects of sales floor and service area. Provide expertise and knowledge for specific product area.	Plan and oversee all aspects of store or multiple operations within store; identify new business opportunities and evaluate business to achieve objectives and expand revenue.	Provide leadership and direction to Campus Store; enhance sales and strengthen marketing strategies to achieve the objectives.
Plan sales floor layout; merchandise sales and highlight best sellers to maximize profits and increase sales volume.	Oversee planning of sales floor; ensure appropriate assortment planning and competitive market pricing.	Formulate new programs and review proposals; initiate changes to improve business.	Mange and motivate staff to increase sales and efficiency.
Assists in planning and coordinating special promotions by assigning floor staffing and organizing merchandise display.	Plans and organizes special promotions including specialized merchandise and work with event marketing.	Negotiates terms with vendor and oversee special promotions.	Finalize vendor negotiation and ensure terms are met.
Encourage input from customers; respond to inquiries and suggestions from customers and clients identify and resolve urgent issues.	Respond to immediate and critical customer feedback; rectify sales floor and service area concerns.	Analyze customer feedback and ensure customer needs are met; implement strategies for resolution.	Develop new and improved strategies to address customer needs.
May conduct student focus groups and gather feedback.	Maintain awareness of market trends in retail industry; identify merchandise needs, research and recommend vendor. Conduct focus groups and compile data for trend forecasting.	Maintain awareness of market trends in retail industry, understand customer initiatives and monitor local competition.	Determine appropriate steps to address customer needs and trends.

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May train and coordinate the work of students and/or temps; schedule students and/or temps for rush periods and re-assign staff as needed.	Hire, supervise, train, schedule, evaluate and re-prioritize sales staff.	Oversee hiring, training, scheduling, and evaluate regular and seasonal staff; establish targets for productivity and accountability in defined areas.	Supervise and direct activities of all senior-level managers, including hiring, training, evaluation, career development, and communication.
Responsible for customer service training; ensure standard for quality and service are met.	Manage sales and customer support; ensure customer service standards are maintained.	Develop and implement innovative strategies to promote excellent customer service.	Engender a commitment to service among all Cornell Store staff.
Assist mgmt with negotiating purchase of merchandise and services from vendors.	Negotiate with and purchase merchandise from vendors.	Manage and create pricing strategies and structures that ensure appropriate cost controls are maintained.	Implement pricing policies by reviewing merchandising activities; determine additional needed sales promotion; authorizing clearance sales.
Assist in maintaining merchandise inventory; coordinate all activity in inventory database.	Manage merchandise inventory.	Analyze and plan inventory management.	
Control inventory levels by ensuring accurate ordering, receiving and pricing of inventory.	Manage stock levels and make key decisions about stock control.		
Assist management in creating effective marketing efforts, displays and promotion planning.	Responsible for promotion planning and oversee merchandise displays.	Perform market research, analysis, and development of promotional plans.	Provide leadership for all planning efforts supporting retail services, including strategic long-range planning, financial planning, and marketing/promotional plans.
	Compiles and tracks sales data, assist in analyzing and interpreting trends.	Analyze, interpret and forecast sales figures and forecast trends.	Evaluate trends reports and determine future plans to maximize profits.
		Assist in creating and implementing short and long term strategic plans.	Develop long and short term strategic plans to maximize profits.
	Provide data analysis for various product metrics.	Perform financial analysis and provide recommendations for fiscal operations, including sales reports, and other expenditures.	Review financial analysis and exercise overall control of fiscal operations, including sales reports, and other expenditures.
	Comply with Cornell Procurement Services preferred vendor selections.	Partners with Cornell Procurement Services for vendor selections; ensures compliance with preferred vendor selections.	Direct all public relations efforts with University departments, other clients, and vendors.
		Assist in development and management of space allocations.	Develop and manage space allocations.

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		Assist in planning for the development and operation of automated systems.	Manage development and operation of automated systems.
		Assist in the development of departmental and divisional long-range planning and marketing strategies.	Orchestrate complex and diverse functions, including marketing, purchasing, merchandising, selling, and public relations.
		Represent Cornell Store; act as liaison between the Store and vendors/corporations.	Represent Cornell Store; serve as the principal between the Store and vendors/corporations.

## JOB FACTOR PROFILE TABLE

FACTOR PROFILE	10932 RETAIL ASSOCIATE, BAND E	10628 MANAGER RETAIL I, BAND F	10629 MANAGER RETAIL II, BAND G	10248 DIRECTOR CORNELL BUSINESS SERVICES, BAND I
<b>MINIMUM EDUCATION AND EXPERIENCE EQUIVALENCY</b>	Trade/technical/vocational school degree or equivalent; 2 but less than 4 years of experience or equivalent	Bachelor's degree or equivalent; 3 but less than 5 years of experience or equivalent	Bachelor's degree or equivalent; 5 but less than 7 years of experience or equivalent	Bachelor's degree or equivalent; more than 10 years of experience or equivalent
<b>IMPACT</b>	Limited impact	Moderate impact	Moderate impact	Significant impact
<b>CONTACTS - INSIDE</b>	Assist others Cooperation of task completion	Assist others Cooperation of task completion	Provide guidance Coordinate activities	Coordinate activities Persuade others to take particular course of action
<b>CONTACTS - OUTSIDE</b>	Providing and/or receiving guidance, advice or information that must be analyzed and developed by the position	Providing and/or receiving guidance, advice or information that must be analyzed and developed by the position	Develop and make presentation and negotiate with others throughout university	Develop and make presentation and negotiate with others throughout university
<b>CONTACTS - STUDENTS</b>	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction	Occasional contact to provide information and instruction	Frequent contact to provide information and instruction

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<b>SUPERVISION</b>	On-the-job training, guidance, advice and counsel other employees in the group and to same positions performing similar work	Provide day-to-day supervisory direction to employees within the department	Provide supervisory direction to other supervisors	Provide supervisory direction to other managers
<b>COMPLEXITY</b>	Frequently adapt, combine or make improvements in an existing service, product, process or program; work requires reasoning skills and judgment	Frequently adapt, combine or make improvements in an existing service, product, process or program; work requires reasoning skills and judgment	Frequently adapt, combine or make improvements in an existing service, product, process or program; work requires reasoning skills and judgment	Occasionally required to develop new innovative solutions, services, products, processes, and programs; work requires sophisticated reasoning skills and judgment
<b>LEVEL OF DECISION MAKING</b>	Responsible for making decisions within prescribed limits and/or providing input to others for decision-making	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for assisting in and influencing decisions concerning policy-setting, research, planning, or students	Responsible for making decisions concerning policy-setting, research, planning or students
<b>EFFECT OF DECISION MAKING</b>	Directly affect multiple functional areas Limited effect on students and employees	Directly affect multiple functional areas Limited effect on students and employees	Directly affect entire department Moderate effect on students and employees	Directly affect more than one college, school or administrative unit
<b>FREEDOM OF ACTION</b>	General supervision Some interpretation of established work policies and procedures is required	General supervision Some interpretation of established work policies and procedures is required	Very general supervision Interpretation of work policies and procedures, and, at times deviation from standard work practice	Little direct supervision Considerable latitude for exercising judgment and self-direction
<b>WORKING CONDITIONS</b>	Normal working conditions, including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required.	Normal working conditions, including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required.	Normal working conditions, including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required.	Normal working conditions, including no or limited exposure to hazardous conditions/materials/equipment. Safety gear may sometimes be required.