



Down Syndrome Achievement Centers
educate. inspire. believe.

Store Manager – Hugs + Mugs

Founded in 2003, GiGi's Playhouse Inc.'s mission is to change the way the world views Down syndrome and send a global message of acceptance for all. We profoundly change lives through national campaigns, educational programs, and by empowering individuals with Down syndrome, their families, and the community. All programs are free and are therapeutic or educational in nature. Each one of our programs is designed to work on specific skill development, including speech and language, literacy, socialization, and fine and gross motor skills. GiGi's Playhouse currently has over 50 locations across North America and growing by several locations annually. The flagship location in Hoffman Estates, Illinois also includes retail store and café that is designed to be a profitable business while also serving as a hub for building career skills for adults with Down syndrome.

Job Description:

The Store Manager for the Hugs + Mugs retail store and café is a goal-oriented, conscientious individual who is responsible for the operational and financial success of the retail and online presence for Hugs + Mugs. In addition to the traditional store management responsibilities of customer service, merchandising, sales, shipping, and operational execution, Hugs + Mugs provides internships for adults with Down syndrome to gain work skills and experience before transitioning to community-based employment or service. All staff members are the face of GiGi's Playhouse and play an essential role representing GiGi's to families, volunteers, donors, and community members. As the first location for GiGi's, the Hoffman Estates Playhouse must set the example for the GiGi's Playhouse network as a whole.

Goals of this role include:

- Maximize store sales and profitability
- Online sales volumes
- Operational processes to facilitate a proper career learning environment for adults with Down syndrome
- Customer traffic and engagement with the community
- Exceptional customer experience

Reports To: Executive Director, Hoffman Estates Playhouse

Work Location and Hours: Role is 100% in person in Hoffman Estates, Illinois. A flexible schedule is a must, to accommodate store hours and will most certainly include Saturdays.

Essential Job Functions:

- Sales and Profit Management
 - Oversee revenue and expense management for the in-person and online store by preparing an annual budget, scheduling expenditures, analyzing variances, and initiating corrective actions when needed.
 - Achieve monthly seasonal revenue goals.
 - Promote, organize, communicate, and execute birthday parties, field trips and other special events in the store as a means of generating revenues and advancing awareness in the community, in partnership with Playhouse staff, interns and volunteers.
- Operational Effectiveness
 - Maintain store operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.

- Document all processes with picture schedules as needed, in order to maximize independent workflows and a positive learning experience for the adult interns in the Career Development programs.
- Protect employees and customers by providing a safe and clean store environment.
- Implement and follow procedures for safe food preparation, product creation, assembly, and presentation.
- Execute and oversee the order fulfillment process for all mass orders and online orders.
- **Product Merchandise and Pricing:**
 - Maintain and update product line to optimize and exceed sales targets and profitability.
 - Select product vendors
 - Ensure availability of merchandise and services by maintaining inventories, completing purchase orders, and ensuring contracts are approved.
 - Secure merchandise and inventory by implementing security systems and measures.
 - Formulate pricing policies by reviewing merchandising activities, determining additional needed sales promotions, authorizing clearance sales, and studying trends.
 - Maintain an organized electronic inventory of intern artwork by categories to add to mugs and other sublimated products, for reuse as needed.
- **Marketing and Advertising:**
 - Effectively market the store via website, social media, networking, community outreach, community coupons, posters, and advertisements.
 - Determine the need for marketing strategy changes by reviewing departmental sales records and expense budget.
 - Effectively market store merchandise.
 - Develop and implement customer rewards program.
- **Customer Experience and Supporting Career Internship Program**
 - Ensure all customers benefit from the full branded experience of GiGi's Playhouse and Hugs + Mugs, with a warm welcome, engaging conversation and a "virtual hug" for eligible purchases.
 - Proactively engage with the store Interns to help teach processes, build practice and mastery, and improve self-confidence skills.
 - Acknowledge and respond to any customer relations issues that arise from online or in-store orders.
 - Help customers understand the nature of the GiGi's Career program and how the store helps to build confidence, success, and the tools to work in the community.
- **Management and Support**
 - Ongoing volunteer recruitment and stewardship to support an organization that is 99% volunteer-run
 - Supervise and maintain a high-quality store staff (both paid and volunteers) who carry out the mission of GiGi's Playhouse and Hugs + Mugs and who promote excellence in execution.
 - Recruit, select, orient and train employees, volunteers, and college interns.
 - Collaborate with the Development team to maximize revenue, in-kind donations, volunteer participation and awareness surrounding all National and Playhouse events.

Competencies:

- **Visionary Leadership:** displays passion and optimism; inspires respect and trust; mobilizes others to fulfill the vision; provides vision and inspiration to peers and subordinates.
- **Customer Service:** Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.
- **Initiative and Work Ethic:** Volunteers readily; Seeks increased responsibilities; Takes independent actions and calculated risks; possesses a strong willingness to work hard and sometimes long hours to get the job done. Has a track record of working hard.

- **Professionalism:** Approaches others in a tactful manner; Maintains confidentiality; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments; Focuses on solving conflict, not blaming.
- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **High Standards:** Expects personal performance to be exceptional; improves processes to continually improve operations.
- **Adaptability and Calm Under Pressure:** Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events. Maintains stable performance when under heavy pressure or stress.
- **Collaboration:** Ability to work collaboratively and professionally with staff, board members, committee members, volunteers, families, and donors. Ability to work collaboratively within the community; expand networking opportunities for GiGi's Playhouse.
- **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed; Recognizes accomplishments of other team members.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Education and/or Experience:** Bachelor's degree from four-year college or university; at least five years' experience and/or training in retail store management; Experience working with individuals with intellectual or developmental disabilities a plus. The exceptional candidate will be able to establish the replicable store model and teach others across the GiGi's Playhouse network to follow it.
- **Language Skills:** Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- **Mathematical Skills:** Ability to add, subtract, two-digit numbers and to multiply and divide with 10's and 100's. Ability to perform these operations using units of American money and weight measurement.
- **Computer Skills:** To perform this job successfully, an individual should have knowledge of Microsoft Office (Word, Excel and Outlook), proficiency in social media platforms: Instagram, LinkedIn and Facebook, as well as an ability to work in a point-of-sale register system (we use Revel).
- **Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this Job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is frequently required to stand; walk; sit; climb or balance and stoop, kneel, crouch, or crawl. The employee is occasionally required to taste or smell. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include the ability to adjust focus.
- **Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions. While performing the

duties of this Job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate.

GiGi's Playhouse Core Values: GiGi's challenges all staff and volunteers to embody the following core values:

- Enthusiasm: Bringing positive, high energy to our work.
- Best of All: Always looking to improve in all that we do. Challenge yourself every day.
- Get It Done: Making things happen and blasting through barriers when needed; figure it out.
- Believe: Believe in ourselves, believe in our mission, believe we can achieve all that we set out to achieve.
- Locally Concerned, Enterprise Minded: To best serve our local communities, we share our location's best practices and have the humility to leverage the collective learnings from across the GiGi's network.

The job duties listed in this job description may not be inclusive of all requirements of this position; other duties may be assigned

I HAVE THE QUALIFICATIONS AND AM ABLE TO PERFORM THE DUTIES ON THIS JOB DESCRIPTION.

Employee Signature

Date

Print Name