



## JOB DESCRIPTION

<b>JOB TITLE:</b>	<b>Assistant Manager (Boutique &amp; Outlet)</b>	<b>DIVISION/DEPARTMENT</b> :	<b>Retail</b>
<b>SUPERVISOR:</b>	<b>Store Manager</b>	<b>FLSA STATUS:</b> (Exempt or Non-exempt)	<b>Exempt</b>
<b>SALARY RANGE:</b>		<b>COMMISSION:</b>	
<b>BONUS POTENTIAL:</b>		<b>FT/ PT:</b>	<b>FT</b>

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### Summary Description:

At Lacoste, we think **Life is a Beautiful Sport** and hope you do too. If you want to be a part of a culture that values **performance, innovation** and **joie de vivre** then keep reading. Are you naturally competitive? Do others look to you for **inspiration**? Are you happy and upbeat? Do you want to play on the best team? If you answered yes, we want to talk with you! Lacoste strives to hire only the very best players who are at the top of their game. We scout out the top talent in the retail industry for all levels within our store team. A Lacoste Assistant Manager plays a key role in assisting with the overall performance of the store's business, people and culture. In this role, you act as the Assistant Coach and Cheerleader.

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### Essential Job Responsibilities:

#### **LEADERSHIP:**

- Assist in leading a store team to drive sales through training and coaching.
- Exemplify your **sporting spirit** and create an **outstanding service culture**.
- Provide constant feedback and coaching to improve the team's skills and sales results.
- Assist in recruiting associates who are **passionate** about sales and customer service.
- Assist in training new team members on customer service, operations, performance, loss prevention and all other Company policies.
- Set goals for each team member for the achievement of Company KPI's.

#### **SELLING:**

- Lead by example to assist in achieving Lacoste's sales plans and profitability goals.
- Assist Store Manager in utilizing reports and gathering data to identify sales by units, gender, product placement, visual presentation, stock levels, and window presentations.

- Proactively make suggestions based on analysis that will positively impact the business.
- Set measurable **performance** standards and goals based on Company's expectations and metrics.

#### **CUSTOMER SERVICE:**

- Assist in creating an **environment** focused on the **customer experience**.
- Ensure that each team member is knowledgeable about the Lacoste **lifestyle**.
- Be **inventive** and create additional business opportunities by ensuring that team members focus on building their clientele.
- Embrace local community groups and mall management to generate PR opportunities that showcase our **Brand Vision** and **sporting spirit**. This may include hosting special events, sponsorships, participating in fashion shows and editorial placements as directed and with the express approval of corporate management.

#### **OPERATIONS:**

- Assist with opening and closing of store to ensure the store is ready for business
- Ensure that Company standards are upheld in merchandising, visual presentations, housekeeping and loss prevention.
- Protect store assets and inventory.
- Manage new receipts, transfers, markdowns, back stock and fill-ins.

#### **Requirements/Qualifications:**

- At least two years management experience in the apparel industry (depending upon the volume of the business) with a proven track record of successfully managing a team.
- **Tenacious** desire to inspire others and lead a culture of customer service champions.
- Expertise in store operations.
- Training, interviewing, planning, organizational, and performance management skills.
- Entrepreneurial mindset with the ability to react to business trends and identify areas of opportunity.
- Technically savvy
- **Audacious** attitude
- **Sporting Spirit** - must possess a competitive edge and drive to meet goals
- **Innovative** thinker that will drive our brand forward.

#### **Core Values and Traits:**

##### *Accountable:*

- Providing answers to questions
- Propose solutions
- Integrating our role as a global economic player

##### *Collaborative:*

- Succeeding together
- Working together
- Sharing information
- Trusting each other

##### *Caring:*

- Respecting our people
- Caring for customers
- Different points of view
- Diversity
- Concerned by others

*Audacious:*

- Taking risks
- Being creative & innovative
- Following the less taken path
- Creating value

*Be LACOSTE:*

- Understanding the brand
- Being enthusiastic, passionate & optimistic
- Being sincere, yourself & honest in relationships
- Gentleness, harmony

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\* This job description is not intended to be exhaustive. They can be changed orally or in writing at any time by the discretion of management. We as Lacoste associates must always ensure that all functions of our position are represented with our core values being: Accountable, Collaborative, Caring, Audacious and Be LACOSTE.

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