

## SANTA BARBARA COMMUNITY COLLEGE DISTRICT

CLASSIFICATION: **CLASSIFIED**  
**SUPERVISORY / MANAGEMENT**

CLASS TITLE: **DIRECTOR – CAMPUS**  
**STORE & SATELLITE**  
**OPERATIONS**

SALARY TABLE: **30**

SALARY RANGE: **149**

Under the direction of the Vice President- Business Services, plan, organize and direct the operations and activities of Campus Store and Satellite Service Operations activity including related purchasing, merchandising, cashiering, customer service, inventory management and accounting functions. Perform a variety of specialized duties involved in the preparation, distribution and review of new venues, fiscal, contractual and purchasing documents and correspondence; prepare, develop and maintain long-range plans for Campus Store and Satellite services for the District; supervise and evaluate the performance of assigned personnel.

### **REPRESENTATIVE DUTIES:**

#### **ESSENTIAL DUTIES:**

Plan, organize and direct the operations and activities of Campus Store and Satellite Service Operations activity including related purchasing, merchandising, cashiering, customer service, inventory management and accounting functions. Assure related activities comply with established laws, codes, rules, regulations, ordinances, policies and procedures.

Perform a variety of specialized duties involved in the preparation, distribution and review of new venues, fiscal, contractual and purchasing documents and correspondence; prepare, develop and maintain long-range plans for Campus Store and Satellite services for the District.

Coordinate and direct personnel, communications and resources to assure smooth and efficient Campus Store activities; confer with administrators, staff, vendors and others concerning Campus Store products, needs and related plans, events and activities; assure proper and timely identification and resolution of Campus Store issues, conflicts and discrepancies; resolve customer service complaints.

Supervise and evaluate the performance of assigned personnel; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions; coordinate subordinate work assignments and review work to assure accuracy, completeness and compliance with established standards, requirements and procedures.

Perform a variety of budgetary, financial assessment, marketing and merchandising activities to assure smooth, efficient and profitable Campus Store and Satellite Service activities; review and evaluate financial and budgetary information to determine financial effectiveness of Campus Store and Satellite Service activities; review daily sales reports to assure accuracy of sales transactions and proper inventory control.

Plan, organize and direct the operations and activities of the Campus Store including purchasing, merchandising, cashiering, customer service, inventory and accounting functions; establish and maintain related time lines and priorities; assure Campus Store activities comply with established standards, requirements, laws, codes, rules, regulations, policies and procedures.

Coordinate, direct and participate in Campus Store and Satellite Service cashiering functions; oversee and participate in the selling of retail products to students; direct and participate in the operation of the computerized point of sale system and related cash registers; supervise the counting of money and issuing of change and receipts; coordinate the preparation and balancing cash registers.

Provide consultation to administrators, personnel, outside agencies, customers and the public concerning Campus Store and Satellite Service operations, activities and related functions; respond to inquiries, resolve issues and conflicts and provide detailed and technical information concerning related products, services, laws, codes, standards, requirements, goals, objectives, rules, regulations, policies and procedures.

Plan, organize and direct the development and implementation of Campus Store and Satellite Service marketing functions and strategies; coordinate promotional activities to enhance Campus Store and Satellite Service patronage; coordinate and arrange newspaper and website advertisements; supervise and participate in the preparation of in-store advertisements and promotional materials.

Coordinate Campus Store and Satellite Service activities, communications and information between administrators, personnel, students, outside organizations and the public; review College calendars and assure proper Campus Store and Satellite Service planning for Academic time lines and various Campus events and activities; schedule and direct book buyback activities.

Develop and prepare the annual preliminary Campus Store and Satellite Service budgets; analyze and review budgetary and financial data; control and authorize expenditures in accordance with established limitations; review and approve invoices for payment and sign related checks.

Direct activities to assure Campus Store and Satellite Service venues are maintained in a clean and orderly condition; assure proper organization of displays and cleanliness of floors, counters and shelves; coordinate the stocking of shelves and displays with products.

Plan, organize and direct purchasing activities to meet Campus Store and Satellite Service needs and assure adequate and appropriate supply of products; coordinate and conduct inventory control activities; research and evaluate sources of supply; order products according to inventory needs; contact vendors to negotiate price, specifications, conditions of delivery and other related issues as necessary. Serve as primary contact for Health Department issues related to Satellite Service operations and assure violations are corrected timely.

Oversee and participate in the preparation and maintenance of financial and statistical records, reports and files related to sales, budgets, inventory, income, expenditures and assigned activities; receive, prepare and distribute a variety of Campus Store and Satellite Service correspondence.

Provide technical information and assistance to the Vice President- Business Services regarding Campus Store and Satellite Service activities, needs and issues; assist in the formulation and development of policies, procedures and programs.

Operate a variety of office equipment including a computer and assigned software; oversee computer system maintenance and upgrades; drive a vehicle to conduct work.

Communicate with administrators, personnel and outside organizations to exchange information, coordinate activities and programs and resolve issues or concerns.

Attend and conduct a variety of meetings as assigned

Maintain current knowledge of campus store trends, standards and practices.

**OTHER DUTIES:**

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Management of the Campus Store and Satellite Services including purchasing, merchandising, quality control, cashiering, customer service, inventory and accounting functions.

Retail merchandising, cashiering and customer service techniques, practices and procedures.

Inventory practices and procedures including storage and rotation of perishable products.

Purchasing practices, procedures and terminology.

Sources of supply, commodity markets, marketing practices and commodity pricing methods.

Technical aspects of researching, comparing and purchasing retail products.

General accounting practices, procedures and terminology.

Applicable laws, codes, rules, regulations, policies and procedures.

Budget preparation and control.

Oral and written communication skills.

Interpersonal skills using tact, patience and courtesy.

Financial and statistical record-keeping and report preparation techniques.

Operation of a computer and assigned software.

Principles and practices of administration, supervision and training.

Practices, procedures and techniques of inventory control.

Mathematical computations.

**ABILITY TO:**

Plan, organize and direct the operations and activities of the Campus Store and Satellite Service including purchasing, merchandising, cashiering, customer service, inventory and accounting functions.

Coordinate and direct personnel, communications and resources to assure smooth and efficient Campus Store and Satellite Service activities.

Manage and evaluate the performance of assigned personnel.

Assure proper and timely resolution of Campus Store and Satellite Service issues, conflicts and discrepancies.

Perform a variety of budgetary, financial assessment, marketing and merchandising activities to assure smooth, efficient and profitable Bookstore activities.

Review daily sales reports to assure accuracy of sales transactions and proper inventory control.

Direct purchasing and inventory functions to assure adequate supply of Bookstore products.

Coordinate promotional activities to enhance Bookstore patronage.

Communicate effectively both orally and in writing.

Interpret, apply and explain rules, regulations, policies and procedures.

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Establish and maintain cooperative and effective working relationships with others.  
Operate a computer and assigned office equipment.  
Analyze situations accurately and adopt an effective course of action.  
Meet schedules and time lines.  
Work independently with little direction.  
Plan and organize work.  
Oversee and participate in the preparation and maintenance of various financial and statistical records, reports and files.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: bachelor's degree in business administration or related field and four years increasingly responsible campus store or related retail experience including work with purchasing, merchandising and inventory functions.

**LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Campus store environment.  
Driving a vehicle to conduct work.

**PHYSICAL DEMANDS:**

Dexterity of hands and fingers to operate a computer keyboard.  
Seeing to read a variety of materials.  
Hearing and speaking to exchange information.  
Sitting or standing for extended periods of time.  
Reaching overhead, above the shoulders and horizontally.  
Bending at the waist, kneeling or crouching.  
Lifting, carrying, pushing or pulling light objects as assigned by the position.