

College of the Redwoods

Position Description

Position: Manager, Bookstore & Dining Services	Position Number:
Department/Site: Auxiliaries	FSLA: Exempt, Supervisory
Reports to/Evaluated by: Director Administrative Services	Salary Grade: 125

Summary

Plans, organizes, and manages the activities and operations of the College Bookstore and Food Services including the leadership over textbook and retail sales, catering, cafes, purchasing of food products and supplies, inventory control, budget administration, menu management, and meal distribution.

Distinguishing Career Features

The Manager, Retail and Café Services serves as department head to a labor intensive function that provides retail and cafe services to the main campus and remote locations. The Manager requires academic and professional training in retail, restaurant, and institutional cooking and event catering. The position manages the operation of the campus bookstore and satellites, and a café that provides for breakfast, lunch and dinner for the students/staff, including those housed in dormitories. As a management position, it is exempt from overtime with responsibility for implementation of district policies, regulations, budget decision, and supervision of personnel including assignment of work, evaluation of performance and maintaining the highest quality of standards regarding sales customer service, food safety, sanitation and food preparation.

Essential Duties and Responsibilities

- Plans, manages, and participates in the merchandising and retail operations of the College Bookstore. Develops marketing and merchandising action plans for bookstore and café services, and catering that blends with the academic calendars and co-curricular events.
- Develops a merchandising plan that offers a product mix of school logo, supplies, gift wares, and special orders and promotions to boost retail sales.
- Develops pricing strategies offering students value and quality, variety, and coverage of operating overhead and cost of sales. Develops an advanced budget which includes cost and revenue analysis and cost-effective food production and retail sales programs.
- Administers one or more commercial contracts for textbook management and sales. Assists the contractor with coordination of textbook and educational material purchases and returns.
- Plans, manages, and operates a café and food service program that enhances student interest and enjoyment. Develops menus, scope of service, and full meal coverage. Adjusts menus and point-of-purchase items to allow for fluctuations in demand.
- Establishes standards for food quality, staffing, proper use of equipment, and sanitization.

- Designs, plans and assures implementation of improved food service procedures. Conducts research of best practices and labor and cost saving methods and equipment. Reviews cafeteria layout, fixtures and design for maximum efficiency.
- Evaluates sales and customer count reports and adjusts inventory, variety, menus, offerings, hours of operation, and other factors, to generate revenue that will cover operational costs.
- Oversees purchasing, storing, and distribution of retail inventory, food items, and food service supplies, and equipment. Establishes arrangements for the purchase of bulk items and ongoing buying of perishable food items and ingredients.
- Prepares and presents business and staff performance reports and provides support to financial reporting. Plans, develops and implements a preventative maintenance and replacement program for facilities and equipment.
- Serves as a point of coordination for various college, departmental, promotional, student engagement, and other activities and events.
- Performs other duties as assigned that support the overall objective of the position.

Qualifications

▪ Knowledge and Skills

The position requires professional specialization in principles, practices, techniques, and equipment used with retail merchandising, food service and related sales, including a thorough knowledge of pricing, budget, and purchasing practices that sale of inventoried items and offerings. Requires in-depth knowledge of work organization in a food processing and services environment including supervisory practices. Requires working knowledge of nutrition, food chemistry, and dietary principles. Requires technical writing skills to prepare reports and detailed work and safety/sanitation instructions. Requires in-depth knowledge of pertinent Federal, State and local laws, codes and regulations for food handling, storage, sanitation, and safety. Requires knowledge of and skill at using computer-aided applications such as those for menu development, pricing, purchasing, inventory, and financial management. Requires sufficient human relations skill to train others, carry out negotiations for purchased items and contracts, conduct in-service type meetings, resolve conflict, build an effective team and review performance.

▪ Abilities

Requires the ability to plan, organize, direct and coordinate the work of retail sales, technical, and service personnel; to delegate authority and responsibility; select, supervise, train and evaluate staff. Requires the ability to develop, implement and analyze and procedures for providing cost-effective and efficient operations. Requires the ability to prepare and administer large and complex budgets and allocate limited resources in a cost-effective manner. Requires the ability to analyze problems, identify alternative solutions, and implement business action plans. Requires the ability to research, analyze and evaluate new service delivery methods, procedures and techniques. Requires the ability to prepare clear and concise reports. Requires the ability to interpret and apply Federal, State and local policies, procedures, laws and regulations.

▪ Physical Abilities

Requires the ability to function indoors in an office environment and in a production

kitchen engaged in work of an active nature. Requires ambulatory ability to move to different work locations and to bend, stoop, climb, and reach to perform inspections and serve food items. Requires arm, hand, finger dexterity to demonstrate food service equipment, and use a computer keyboard. May require the ability to lift from floor, waist, or overhead, objects up to 50 pounds on an infrequent basis. Requires visual acuity to observe work and food products and read printed materials. Requires auditory ability to carry on conversations in person and over the phone, including the ability to project voice in noisy work settings.

- **Education and Experience**

The position typically requires an Associate's degree in restaurant management and food service, or training through an institutional food service company or a related field and six years of increasingly responsible experience in retail, hospitality industry, and contract services. A Bachelor's degree in hospitality with industry training may substitute for some experience.

- **Licenses and Certificates**

Requires valid Driver's License and certificate of completion of a safety/sanitation course.

- **Working Conditions**

Work is performed indoors where occasional safety considerations exist from proximity to food processing equipment, temperature extremes, and sharp objects.