



Office Manager

Job Specifications

Education: 1 year certificate from college or technical school; or one year related experience or training; or equivalent combination of education and experience
Job Related Experience: 1 year
Supervision Given: Non-Optometric Personnel

Office Manager Responsibilities

- 1) Retail sales and merchandising
- 2) The management, retention, direction, training and compliance of all training modules, policies and procedures for office personnel.
- 3) Manages inventory in a manner that provides P&L cost of goods sold in accordance with company forecasts
- 4) Security of the assets in the sites supervised

Priority Job Responsibilities

- 1) Responsible for attaining
 - a) Budgeted retail sales forecast
 - b) Budgeted retail operating net income
- 2) Has primary responsibility for developing and implementing plans for agreed upon sales and profit performance for their office.

Job Duties

Retail Sales and Merchandising

- 1) Responsible for attaining
 - a) Budgeted retail sales forecast
 - b) Budgeted retail operating net income for their office
- 2) Has a primary responsibility for developing and implementing plans for agreed upon sales and profit performance for their office.
- 3) Communicates and monitors sales/performance under company incentive compensation programs for office retail personnel.
- 4) Develops merchandising plans for the display of products in office and shares with their District Manager. Responsible for the implementation of all approved plans.
- 5) Assists with developing point of purchase sign concepts.
- 6) Recommends to the District Manager pricing policy revisions for all products and services sold in the office in order to insure profitability and competitive positioning of all offices.
- 7) Monitors all services and products sold to insure that the quality and value to the patient is in keeping with the company standards to meet or exceed patient satisfaction. Monitors equipment and facility needs and makes appropriate recommendations to their District Manager.
- 8) Monitors patient allowances and patient returns on all sales to insure that the sale of specific products acts positively on:
 - a) Office profit forecasts
 - b) Company policy of patient satisfaction
- 9) Participates in the formulation of
 - a) Advertising Plan
 - b) Promotional Events for retail offices
- 10) Participates in the development and assures the attainment of the office budget and of other objectives.
- 11) Develops and nurtures a professional relationship with company optometrists.

The Management, retention, direction, training and compliance with all training modules, policies and procedures for office personnel.

- 1) Develops implements and monitors systems for retail human resource inventories and human resource plans.
- 2) Develops, directs, coordinates and insures implementation of all training for office personnel.
- 3) Assures continuous flow of qualified retail personnel to staff all positions and fill job vacancies of office.
- 4) Responsible for maintaining proper staffing levels, for retaining personnel at all retail offices within the office in keeping with the predicted business.
- 5) Develops and presents to their District Manager, for approval, all retail sales forecasts, cost of goods sold, financial/operating and profit projections for the office as applied to the corporate budget.
- 6) Recommends to the District Manager periodic updates to the company procedures and policies applicable to retail personnel and inspects to insure compliance of both within all areas of office retail operations.
- 7) Responsible for monitoring patient surveys' results (via mystery shops, patient quality focus surveys) and for insuring patient satisfaction by implementing training/standards that continue to enhance patient satisfaction.
- 8) Assists with the decision making process, recommends priorities of implementation for and monitors operation improvements under new and/or updates to internal retail software data processing system.

Manages inventory in a manner that provides P&L cost of goods sold in accordance with company forecasts.

- 1) Assures that the attainment of cost of goods sold projections for office retail operational and expense projections.

Security of the assets in the sites supervised.

- 1) Oversees that all bank deposits within the office are made according to company policy.
- 2) Oversees the security of all office keys.
- 3) Oversees the security of the office information systems with particular attention to password security.
- 4) Oversees that the office is safe and efficiently operating for the comfort of all staff and patients.