

## **Job Description – Retail General Manager – Sterling & Burke**

Sterling & Burke is an established retailer of leather goods and men's haberdashery. It has a retail location in Georgetown (Washington DC) and a wholesale/ internet fulfilment facility in Rockville, Maryland.

It has recently been acquired by a small UK based luxury goods company called Authentic / Bespoke ("AB"), which was formed and financed to build a portfolio of craft heritage brands. This UK company currently owns Budd Shirt Makers, which is a manufacturer and retailer of bespoke and RTW shirts and men's haberdashery, and J M Tusting, a leather goods company with a 158 year history. Budd has sold goods from a store in Piccadilly Arcade since 1910 and more recently online via ([www.buddshirts.co.uk](http://www.buddshirts.co.uk)). Tusting also has its own web site and several wholesale accounts in the US.

The acquisition of Sterling & Burke represents an important initial step for AB and its portfolio of brands as it seeks to better serve US customers. The Georgetown store will be a unique multi-brand flagship store selling quintessentially British goods in a club like retail environment.

We are looking for a full-time sales associate to join our team.

The existing Sterling & Burke store (1,300 sq feet over three floors) is going to be renovated in August. We plan to re-open in late August with Budd, Tusting, Globe Trotter luggage, Dunhill hard accessories and outerwear, Santa Maria Novella grooming products, Halcyon Days enamel wear and English bone china, and Charing Cross Stationery. It's an eclectic mix of "gifted items" and wardrobe staples that we see as ideal for the location we are in and creating a successful and unique retailer.

It is important that all our employees appreciate the craftsmanship and luxury element of all the products and is able to provide an excellent customer service.

The role will report to the General Manager in the store.

Primary responsibilities include:

- Achieving sales targets and identifying opportunities to drive growth through the following:
  - Maintaining a database of customers
  - Providing high level customer service at all times
  - Assist in executing in-store events
  - Effectively field customer inquiries, including questions about a specific product, quality issues, return policy questions, etc.
  - Entrepreneurially innovating to use all tools/support available to develop creative approaches to driving the business results
- Assist in merchandising the store, and keeping shelves/racks and products tidy

Other requirements:

- Excellent written and verbal communication skills
- Premier customer service and follow-up skills
- Attention to detail
- Ability to work in a team environment