

Field Representative

Organization: Greater Houston Retailers Association, Inc.

Job Title: Field Representative

Location: 12790 South Kirkwood Rd. Stafford, TX 77477

Reports To: Vendor Administrator

Job Purpose: Execute GHRA marketing strategies and programs to maximize store sales and profits. Assist in developing marketing and operational relationships which educate and drive business in the direction most supportive of GHRA goals. Generate new ideas and identify initiatives that recognize and satisfy consumer needs.

Key Responsibilities and Accountabilities:

1. Consult with GHRA managers and store managers/owners to identify needs and assist in providing solutions to those needs.
2. Insure that GHRA stores execute promotions and merchandising strategy as set by the GHRA Management Team.
3. Co-ordinate store resets with Vendors and GHRA stores.
4. Monitor Vendor agreements for compliance.
5. Evaluate and report back on performance of Vendors and Member locations while developing partnerships with them to achieve GHRA goals and objectives.
6. Serve as a conduit for information between GHRA Management and the Member stores.
7. During acquisitions must be able to transition new stores over to the GHRA's marketing strategies in a timely and efficient manner.
8. Maintains all company provided equipment and material in good working order and condition
9. Other duties as assigned.

Knowledge and Skills: Education requirements, Experience, Special skills, etc.

1. High school, some college preferred or equivalent experience
2. Thorough understanding of retailer trade math
3. Professional and excellent verbal and written communication skills
4. Fluent in English, Hindi and Urdu languages
5. Must be a self-starter and be able to work independently
6. Two to three years Convenience Store experience desirable
7. Clean driving record with current TX drivers license
8. Must be able to lift 50lbs. without assistance

Challenges:

1. How to solve for non compliance issues
2. Identify merchandising solutions to increase sales
3. Educate Member employees on GHRA program requirements
4. Identify opportunities that builds Member confidence