



**COLORADO**

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**STATE OF COLORADO**

**CLASS SERIES DESCRIPTION**

**July 1, 2015**

**RETAIL BUSINESS ANALYST**

H601XX TO H604XX

**DESCRIPTION OF OCCUPATIONAL WORK**

This class series uses four levels in the Professional Services Occupational Group and describes work managing the selection, purchase, and sale of merchandise in a retail operation. Typical retail business analyst includes department, grocery, convenience stores and gas stations. The work performed in this occupation provides overall analysis of retail outlets to determine strategies to increase sales of products and/or services i.e. setting up in-store promotions, motivating and training retailers to sell products, merchandising products, strategically placing point-of-sale materials and analyzing/reviewing sales data with store management. Positions in these classes analyze, select, buy, price, sell, discount, and promote services, merchandise such as business supplies, computers, books, and sundries and interact with customers, vendors, and agency staff to assure public relations and customer satisfaction is maintained.

Position is responsible for the analysis of business activities of a retail outlet or store. They apply the principles, theories, and practices of business analysis and retail merchandising in developing store policies and sales objectives; planning and directing store operations associated with buying, merchandising, inventory, and customer service; developing budgets, and controlling costs and inventory; and, supervising and directing the work of staff.

**INDEX:** Retail Business Representative begins on this page, Retail Business Analyst II begins on page 2, Retail Business Analyst III begins on page 4 and Retail Business Analyst IV begins on page 5.

**RETAIL BUSINESS REPRESENTATIVE**

**H601XX**

**CONCEPT OF CLASS**

Performs entry level customer service telephone sales work for the Colorado Lottery to promote sales and service to retailers across Colorado. Work entails carrying out telephone sales of products, providing promotional information, ensuring adequate product supply, answering questions on products and sales procedures as well as advising on sales quotas and maintaining sales records. In addition to inside telephone sales work, this position also performs limited outside sales activities at retail locations.

## **FACTORS**

**Allocation must be based on meeting all of the factors as described below.**

**Decision Making** - Positions at this level are responsible for determining time, place and sequence of actions to be taken within the framework of established standards for the function. Unusual problems or proposed deviations from guidelines, practices or precedents may be discussed with the supervisor before being initiated. For example, positions determine the priority of work assignments based on established procedures and policies. These choices do not affect the standards or results because there is typically only one correct way to carry out the operation. For example, when collecting product information at the request of a customer, choices are limited to what vendor is contacted from an approved list. Alternatives include independent choice of such things as priority and personal preference for organizing and processing the work, proper tools or equipment, speed, and appropriate steps in the operation to apply. By nature, the data needed to make decisions can be numerous but are clear and understandable so logic is needed to apply the prescribed alternative. Positions can be taught what to do to carry out assignments and any deviation in the manner in which the work is performed does not change the end result of the operation.

**Complexity** - Work assignment is performed within an established framework under general instructions but requires simultaneous coordination of assigned functions or projects in various stages of completion with employee customer service responses involving analysis and judgment with the exchange, return, and stocking guidelines which cover work situations and alternatives. Action taken is based on learned, specific guidelines that permit little deviation or change as the task is repeated. Any alternatives to choose from are clearly right or wrong at each step. Positions follow standard guidelines when verifying prices, exchanging merchandise, calculating mark-ups, resolving customer complaints, or issues.

**Line/Staff Authority** -- The direct field of influence the work of a position has on the organization is as an individual contributor. The individual contributor may explain work processes and train others. The individual contributor may serve as a resource or guide by advising others on how to use processes within a system or as a member of a collaborative problem-solving team.

## **RETAIL BUSINESS ANALYST II**

H6O2XX

### **CONCEPT OF CLASS**

Position provides overall review of retail outlets to determine strategies to increase sales of products, for example setting up in-store promotions, motivating and training retailers to sell products, merchandising products, strategically placing point-of-sale materials and analyzing and reviewing sales data with store management. In addition, the position is responsible for recruiting new businesses to sell products. This class requires greater time management, independent critical thinking, advanced sales and marketing expertise, creativity/ingenuity in

developing industry best practice strategies, and the ability to relate to various levels of store employees. This position not only develops strategies, but discerns timing and specific tactics to execute in order to maximize sales.

## **FACTORS**

**Allocation must be based on meeting all of the factors as described below.**

**Decision Making** – Decisions or recommendations on non-standardized situations are limited to relating organizational policies to specific cases. Problems that are not covered by guidelines or are without precedent are taken up with the supervisor. Choices do not affect the standards or results of the operation itself because there is typically only one correct way to carry out the operation. Alternatives include independent choice of such things as priority and personal preference for organizing and processing the work, proper tools or equipment, speed, and appropriate steps in the operation to apply. By nature, the data needed to make decisions can be numerous but are clear and understandable so logic is needed to apply the prescribed alternative. Positions can be taught what to do to carry out assignments and any deviation in the manner in which the work is performed does not change the end result of the operation.

**Complexity** -- Duties assigned are generally repetitive and restricted in scope but may be of substantial intricacy. Employee primarily applies standardized practices. Positions apply established standard exchange and return guidelines which cover work situations and alternatives. Action taken is based on learned, specific guidelines that permit little deviation or change as the task is repeated. Any alternatives to choose from are clearly right or wrong at each step.

**Line/Staff Authority** -- The direct field of influence the work of a position has on the organization is as an individual contributor. The individual contributor may explain work processes and train others. The individual contributor may serve as a resource or guide by advising others on how to use processes within a system or as a member of a collaborative problem-solving team.

## **RETAIL BUSINESS ANALYST III**

H6O3XX

### **CONCEPT OF CLASS**

Conducts in-depth data analysis of markets and trends, and develops action plans to maximize sales, training, promotions and point of sale materials for specific retailers in a region. This position demands independent critical thinking, advanced data analysis, sales and marketing expertise, creativity and ingenuity in identifying trends, developing industry best practice strategies, and the ability to relate to various levels of managers. This position not only develops strategies, but disseminates specific tactics to execute in order to maximize sales. Retail Business Analysts III's are responsible for analyzing markets and trends, developing and designing sales and promotional plans for retail chain businesses and their corresponding store locations.

## **FACTORS**

**Allocation must be based on meeting all of the factors as described below.**

**Decision Making** -- Reviews retail operations assisting in the development of merchandising strategies to generate awareness of the business unit and its products and/or services to stimulate impulse purchases, and maximize sales. Conducts on-going inspections of retailer outlets to ensure point-of-sale and merchandising standards are being executed. Utilizing knowledge of sales and theories provides retailers with options to best fit their business needs to increase revenues. Decisions are regularly made at the operational level. By nature, data needed to make decisions are numerous and variable so reasoning is needed to develop the practical course of action within the established process. Choices are within a range of specified, acceptable standards, alternatives, and practices.

**Complexity** - Meets with retail decision-makers to analyze and resolve issues regarding trends with products and policies. Position studies a particular trade style retailer to understand trends, sales, product and customer information and issues to determine how this applies to business products, normal customer inventory, and customer service to solve problems. Judgment is needed in locating and selecting most appropriate guidelines by customer and sales circumstances. Duties assigned are generally complex and may be of substantial intricacy. Work assignment is performed within an established framework under general instructions but requires simultaneous coordination of assigned functions or projects in various stages of completion.

**Line/Staff Authority** -- The direct field of influence the work of a position has on the organization is as an individual contributor. The individual contributor may explain work processes and train others. The individual contributor may serve as a resource or guide by advising others on how to use processes within a system or as a member of a collaborative problem-solving team.

## **RETAIL BUSINESS ANALYST IV**

H6O4XX

### **CONCEPT OF CLASS**

Positions are responsible for analyzing current and past sales results and trends, reporting, estimating, and/or predicting futures sales and trends, developing and designing sales and promotional plans for retail chain businesses and their corresponding store locations.

## **FACTORS**

**Allocation must be based on meeting all of the factors as described below.**

**Decision Making** - Position is responsible for simultaneous coordination and supervision of several functions, programs or projects in various stages of completion. Develops and initiates strategies and procedures concerning sales activities, staff assignments and special projects. Authorizes and directs sales reps to enact alternative plans when retail needs or market situations

dictate; analyzes sales data to create monthly sales strategies to optimize sales and proceeds; initiates development of software enhancements to improve productivity in the field.

**Complexity** - Work assignment is generally unstructured and employee is responsible for assigning and supervising a variety of functions to achieve the objectives of the section, unit or project. Duties performed involve weighing and evaluating factors requiring judgment, analytical ability and problem solving. Analyzes retail operations providing statistical and data analyses to explain and predict retail business trends and changes. Develops merchandising strategies to generate awareness of the products to stimulate impulse purchases, and maximize sales. In conjunction with retailers, assist in developing tactical plans combining, modifying, or adapting sales models and theories to increase overall business revenue.

**Line/Staff Authority** - The direct field of influence the work of a position has on the organization is as a unit supervisor. The unit supervisor is accountable, including signature authority, for actions and decisions that directly impact the pay, status, and tenure of three or more full-time equivalent positions. Under managerial direction, the employee has personal accountability for carrying out the work objectives of an organizational unit or section within the scope of established guidelines and the mission of the agency or department. Position is expected to resolve problems that arise in the normal course of the work. Work may be discussed with higher level supervisors and reviewed for soundness of judgment and feasibility of decisions.

Or

Corporate Accounts Manager

Develops, plans, and works closely with assigned corporate owned accounts to maximize the sale of products in their corresponding store locations. Manages the overall operations of 15 to 20 corporate owned businesses with a combined annual sales volume of approximately \$100M. Explores and sells-in strategic marketing programs, point-of-sales opportunities, and merchandising strategies to optimize sales of assigned corporate accounts. Conducts quarterly sales performance reviews with assigned corporate accounts and develops action plans accordingly based on data to increase sales of products.

## **DEFINITIONS**

Retail operation: a profit-making outlet for selling goods and services directly to consumers.

## **ENTRANCE REQUIREMENTS**

Minimum entry requirements and general competencies for classes in this series are contained in the State of Colorado Department of Personnel web site.

For purposes of the Americans with Disabilities Act, the essential functions of specific positions are identified in the position description questionnaires and job analyses.

## **CLASS SERIES HISTORY**

Updated and Complexity removed 06.30.2015

Effective 9/1/93 (LLB). Job Evaluation System Revision project. Published as proposed 5/17/93.

Updated and removed the purpose of contact 6.30.2015  
 Created 7/1/86. Bookstore Sales Clerk (A2024X and A2025X) and Senior Bookstore Sales Clerk (A2026X).

**SUMMARY OF FACTOR RATINGS**

<b>Class Level</b>	<b>Decision Making</b>	<b>Complexity</b>	<b>Line/Staff Authority</b>
Retail Business Representative	Defined	Prescribed	Indiv. Contributor
Retail Business Analyst II	Defined	Prescribed	Indiv. Contributor
Retail Business Analyst III	Operational	Patterned	Indiv. Contributor
Retail Business Analyst IV	Operational	Patterned	Unit Supervisor/ Indiv. Contributor

ISSUING AUTHORITY: Colorado Department of Personnel/and Administration 06/2015