



Approval Date: November 10, 2017

Job Description

Assistant Area Mgr

Title:

Assistant Area Manager

Job Function: AAM

Pay Status: Salaried

FLSA: Exempt

Reports To: Area Manager

JOB SUMMARY:

Assistant Area Manager shares accountability for financial growth and development of the location along with the Area Manager. Assistant Area Manager supervises staff, daily operations and sales functions of the location to ensure maximum fleet utilization, revenue per unit, and customer satisfaction. Perform duties and provide service, which reflects positively upon the organization as a whole.

ESSENTIAL DUTIES:

1. Perform interview, hiring, coaching and termination processes. Supervise, train, develop, motivate, and evaluate the performance of staff. Implement HR department policies and/or procedures in the area of hiring, coaching, discipline, discharge, motivation, and performance in a consistent and fair manner, referring to the appropriate HR information to ensure adherence. Establish, communicate, monitor and update objectives for staff consistent with the company goals and objectives.
2. Assist in managing the daily operations and location sales to include transactions, revenue, length of rent, daily dollar average, revenue per unit and fleet size. Process and manage operational transactions to include reservations and vehicle availability, contract management, extensions and overdues. Ensure all fleet and asset control procedures are followed. Abide by all Company standards for asset record keeping.
3. Complete and submit reports and assignments as required to ensure management is advised of special issues, problem areas and resolutions.
4. Assist in Promoting the Brand in the local community through researching the local market for community and business organizations and events for opportunities, performing inside and outside sales, and building relationships. Consistently provide strong customer service and taking actions that lead to repeat business and Brand loyalty.
5. Identify and resolve customer complaints and work with appropriate location staff to ensure that problems do not re-occur. Document and investigate complaints from dissatisfied customers and take appropriate corrective action. Perform collection activities while maintaining strong customer relationships.
6. Assist Area Manager in utilizing effective personnel planning and scheduling to meet customer needs and business requirements. Assist in implementing the necessary actions to control personnel expenses.
7. Assist in gathering data on sales, financial and operational performance, local market and competition, and summarize findings as required to ensure management is advised of special issues, problem areas and resolutions. Make recommendations to management in the areas of operational improvements or issue resolution as needed or as applicable.
8. Perform other duties and projects as assigned.

Note: The job description reflects the Company's current assessment of the essential functions of the job. It is not meant to, nor does it, restrict the Company from assigning additional duties and responsibilities not specifically identified as essential functions herein. It is also not meant to, nor does it, restrict the Company from determining the need to modify or revise in any way the essential functions of the job.

SUPERVISORY RESPONSIBILITIES:

This position has direct supervisory responsibility for location support staff.

RESPONSIBILITY SCOPE/IMPACT:

This position is a development job. The individual will be trained to become an Area Manager. This position receives coaching and direction from the Area Manager and General Manager. In addition, various company training programs will be provided and required by the organization's Training Department.

The Assistant Area Manager position also has a direct impact on company's sales, customer service, and image through the operation of the local market location. This position receives direction and advice from the Area Manager for operating issues in developing new business and servicing existing businesses. This position performs supervision of the location and coaching of the location staff. This position is expected to perform HR duties within established guidelines and procedures.

PREFERRED QUALIFICATIONS:

- Bachelor's Degree or equivalent experience in operations and/or sales.
- Entry level 0 to 1 year operations, sales, customer service and/or supervisory experience, preferably in a vehicle rental or related industry.
- General business knowledge to successfully assist in operating a location.
- Strong sales skills and customer orientation.
- Good overall business skills including organizational, analytical and leadership abilities.
- Ability to manage and motivate staff in a team environment.
- Strong communication skills, including verbal, written and listening skills. Ability to interact with both internal and external customers at all levels.

Possession of a valid, unrestricted driver's license and maintenance of an acceptable driving record is required to regularly drive a vehicle to various locations, dealerships, etc.

EMPLOYEE ACKNOWLEDGEMENT:

I understand the job description and the job's performance expectations will be the basis for my performance reviews and any related salary reviews.

Employee Name: _____

Date: _____