Rally House, Sampler Stores LLC Job Description

Position Title: Assistant Coach (Assistant Store Manager)
Department: Retail
Location: Store

Pay Type: Hourly
Exempt Status: Non-Exempt

Job Description

The Assistant Coach acts as the Assistant Store Manager, supporting store performance by ensuring standards are consistently executed and by helping develop the team. This role takes ownership of day-to-day outcomes, supports training and coaching efforts, and helps maintain a steady, organized, and guest-focused environment. The Assistant Coach adapts quickly to changing priorities and supports the Head Coach in driving overall store results.

Competencies

- **Drives for Results:** Takes ownership for outcomes and follows through despite obstacles. Maintains focus on priorities and ensures commitments are met with quality and consistency.
- **Customer Centric:** Ensures consistent customer experiences by reinforcing standards and addressing breakdowns. Uses feedback to keep the customer a priority in daily decisions.
- **Action Oriented:** Moves quickly from decision to execution. Anticipates needs, removes obstacles, and maintains momentum while ensuring strong follow-through.
- **Develops Teams:** Invests in the growth of others through coaching, feedback, and development. Provides guidance and builds capability and confidence across the team.
- **Communicates Effectively:** Shares information clearly and timely. Listens to understand, provides feedback, and ensures messages are acted upon.
- **Resilience:** Remains steady and effective during pressure or change. Adapts quickly and helps others stay focused and productive.

Responsibilities

People

- Partner with the Head Coach to attract, hire, and onboard talent
- Lead ongoing training and development plans for team members
- Coach performance, document feedback, and support corrective actions
- Build engagement through recognition, communication, and follow-up

Operations

- Own execution of operational standards and routines
- Validate Playbook adherence through observation and walkthroughs
- Ensure compliance with safety, cash handling, and policy standards
- Act as operational leader-on-duty in the Head Coach's absence

Merchandising

- Lead execution of visual directives and seasonal transitions
- Ensure fixture flow and product placement drive sales and ease of shopping
- Maintain store organization and back-of-house standards
- Coach Team Captains and Teammates on visual expectations

Service

This job description is not an exclusive or exhaustive list of all job functions that a team member in this position may be asked to perform. Based on business needs or guest service objectives, the incumbent in this position may be asked to perform other duties in addition to those listed above.

- Own service execution and customer experience standards
- Observe the store through the customer lens and adjust in real time
- Resolve complex customer concerns and ensure follow-up
- Reinforce consistency of service behaviors across all shifts

Results

- Support payroll planning and labor optimization
- Analyze store performance and take action to improve results
- Lead execution of special events and hot markets
- Drive daily, weekly, and monthly performance goals

Skills and Knowledge

- Leadership and coaching skills with the ability to develop and motivate teams
- Strong understanding of store operations and business execution
- Effective communication, prioritization, and delegation skills
- Ability to adapt quickly, problem-solve, and lead through change
- Enthusiastic attitude with a passion for sports and retail

Qualifications

- 3+ years of experience in retail
- 1+ year in a supervisory or team lead role
- Associates or Bachelor's degree preferred
- Availability to work 40 hours per week with open availability including daytime, nights, weekends, holidays, and featured local sports events

Physical Requirements

- Must be able to stand and walk for extended periods of time
- Ability to lift up to 50 pounds
- Ability to bend, reach, and climb ladders

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