**JOB DESCRIPTION**

**GENERAL MANAGER**

**JOB TITLE:** General Manager

**OBJECTIVE**

Assumes responsibility and is accountable for customer retention and the profitability of each department in the dealership on behalf of the dealer. Fulfills commitment using sound business management practices. Plans, motivate and coordinate the activities of the management team.

**PRIMARY RESPONSIBILITIES**

* Hires, trains, and motivates all dealership department managers.
* Directs and monitors all dealership management or supervisory personnel functions and completes formal performance evaluations of all department managers at regularly scheduled intervals.
* Plans dealership operations for the coming year and submits to the dealer for approval.
* Meets with the comptroller/office manager monthly to review departmental forecasts for consistency with the annual forecast.
* Meets with managers individually to develop monthly and annual goals and objectives and to review actual performance.
* Monitors the daily operating control (DOC), recommending improved courses of action where necessary.
* Provides dealer with accurate weekly reports on the financial condition of the dealership.
* Ensures the monthly financial statement is accurate and submitted to the factory on time.
* Develops and maintains a good working relationship with lending institutions and manufacturer personnel.
* Communicate management policies and procedures to all employees and ensure they are understood and followed.
* Provides enthusiastic leadership to help shape employees' attitudes and build morale.
* Holds regularly scheduled manager meetings to ensure that every department operates efficiently and profitably.
* Reviews all training requests, approve appropriate and consistent with the dealership's goals for professional/technical ability and advancement and monitor their effectiveness.
* Reviews and approves compensation plans for all employees.
* Coordinates with the business office to ensure that records and analyses are maintained accurately.
* Develops merchandising strategies and assist in creating effective, cost-efficient advertising programs.
* Resolves any customer complaints that department managers are unable to rectify.
* Other tasks as assigned.

**ADDITIONAL RESPONSIBILITIES**

(If applicable.)

**SUPERVISORY DUTIES**

(If applicable.)

**QUALIFICATIONS**

An individual must perform each essential duty satisfactorily To perform this job successfully. The requirements below represent the required knowledge, skill, and ability. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

**EDUCATION and EXPERIENCE**

* Bachelor's degree (B.A.) from a four-year college or university; or one to two years related experience or training; or equivalent combination of education and experience.
* Two to four years of related experience or training; or an equivalent combination of education and experience
* Four to ten years related experience or training; or equivalent combination of education and experience.

**VERBAL SKILLS**

* + Ability to read and comprehend simple instructions, short correspondence, and memos. Ability to write simple correspondence. Ability to effectively present information in one-on-one and small group situations to customers, clients, and other employees of the organization.
  + Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of the dealership.
  + Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from managers, clients, customers, and the public.
  + Can read, analyze, and interpret standard scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or business community members. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, or boards of directors.
  + Ability to read, analyze and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or styles. Ability to give compelling and persuasive speeches and presentations on controversial or complex topics to top management, public groups, or board of directors.

**MATH SKILLS**

* + Ability to add, subtract, multiply and divide into all units of measure using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
  + Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of math.
  + Ability to work with mathematical concepts such as probability, statistical inference, and math fundamentals. Ability to apply fractions, percentages, ratios, and proportions to practical situations.

**REASONING ABILITIES**

* Applying common sense understanding to carry out detailed but uninvolved written or oral instructions. Ability to deal with problems involving a few concrete variables in standardized situations.
* Ability to apply common sense understanding to complete written, oral or diagram instructions. Ability to deal with problems involving several concrete variables in standardized situations.
* Ability to solve practical problems and deal with concrete variables in situations where only limited standardization exists. Ability to interpret various instructions furnished in written, oral, diagram, or schedule form.
* Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret technical instructions in mathematical or diagram form and deal with abstract and concrete variables.
* Ability to apply logical or scientific thinking principles to a wide range of intellectual and practical problems. Ability to deal with a variety of abstract and concrete variables. Ability to deal with nonverbal symbolism (formulas, scientific equations, graphs, etc.) in its most difficult phases.

**CERTIFICATION and LICENSE**

(If applicable.)

**PHYSICAL REQUIREMENTS**

An employee must meet the physical demands described here to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

**WORK ENVIRONMENT**

The work environment characteristics described here represent those employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

**Job Title:** General Manager  
**Department:**

**Reports To:**

**FLSA Status:**

**Prepared By:**

**Prepared Date:**

**Approved By:**

**Approved Date:**

**Revised Date:**

**Job Description Acknowledgment**

I have reviewed the job description for my position and understand my responsibilities.

Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Manager Signature: ­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_