



## Assistant General Manager Job Description

**PRIMARY LOCATION:** Fulton Taproom  
414 6th Ave N, MPLS MN  
**REPORTS TO:** Jill Drum Steffens  
**POSITION TYPE:** Full-Time, Salary  
**EXTERNAL POSTING DATES:** n/a

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### POSITION SUMMARY:

Fulton's Assistant General Manager ("AGM") will manage the day-to-day operations of the Fulton taproom's front-of-house ensuring the highest customer experience for Fulton's patrons. Additionally, Fulton's AGM will directly oversee the sales, booking, and execution of private events at the Taproom. The successful events manager will continue the Taproom's overall success by fostering a fun and engaging work environment for Fulton staff; drive taproom revenue through private event bookings and execution of annual taproom goals; and deliver excellent customer service to Fulton's guests.

### ACCOUNTABLE NUMBERS

- Achieve or exceed the Taproom's annual revenue budget for private event bookings.
- Complete 12 month end beer and merchandise inventory reports.
- Be onsite for execution and set up 80% of Taproom Private Events.
- Complete Event Orders, calendar updates, tracking reports for 100% of Fulton Private Events.

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Lead, manage and hold taproom staff accountable to clearly establish goals and expectations.
- Ensure a customer focused experience aligned with Fulton's long term brand vision through the highest quality beer, food experience, staff interaction, educational opportunities and aesthetic environment.
- Work with Taproom General Manager ("GM") to develop, implement and execute the annual business plan in line with Fulton's 1 year plan.
- Actively participate in department meetings.

- Accountable for merchandising of retail program, including tagging, stocking, replenishing, organizing merchandise, completing inventory reports and creating seasonal promotions .
- Address and immediately resolve customer issues during hours of operation.
- Promotes an atmosphere of cooperation and teamwork within the department and company.
- Oversee the Fulton Taproom's private events operations focusing on guest experience and process improvement.

## Front of House Management

- Ensuring the customer experience comes first at the taproom. Creating a friendly environment that is welcoming and exciting for all customers.
- Be on the floor as necessary to ensure customer experience and staff performance.
- Be the point of contact for all guest complaints, issues, and praise that is elevated to you by our team.
- Ensure defined and communicated operating standards are met, including but not limited to: cleanliness, organization, appearance, maintenance, and marketing standards.
- Communicate in real time with Taproom staff using Slack
- Timely communicate daily updates, issues, maintenance needs and ideas to the Taproom's GM.
- Assist in the hiring and training of new members to Fulton's Front-of-House ("FOH") team.
- Ensure accuracy of posted information, such as, hours, and menus and events on monitored digital platforms.
- Regularly complete order guides for FOH supplies and communicate additional supply needs to Fulton's Head Chef and GM.
- Order supplies as requested by Head Chef and GM.
- Ensure cash drawer accuracy and request change orders, make cash deposits, as necessary.

## Private Events Duties

- Establish a great rapport with customers by being Fulton's first point of contact for all private event inquiries, timely contacting patrons and following Fulton's private event booking process.
- Solicit private event sales to potential customers, actively marketing and selling Fulton's spaces.
- Actively monitor, track and convert into bookings all private event inquiries.
- Properly produce, collect and organize private event rental agreements, payments and event orders.
- Clearly and timely communicate with the Taproom's GM and Head Chef regarding private event booking.
- Ensure Taproom staff is informed about events by keeping Fulton's internal events calendar up to date and providing relevant information on Slack.

- Execute private events including but not limited to: buffet set up and tear down, venue floor plan arrangements, on site contact welcome, event tab organization and delegation of tasks to day of event staff
- Collaborate with the Taproom's GM and Head Chef to improve our private events processes, menus, offerings and pricing.
- Responsible for organization and maintenance as well as replenishment requests for event equipment and consumables.

## Retail Merchandise

- Oversee all direct to customer merchandise sales.
- Ensure retail goods are stock and are well merchandised at the Taproom.
- Monitor retail inventory to ensure there are no unplanned out of stock items.
- Complete physical end of month inventory counts.
- Monitor and fulfill all online orders.
- Collaborate with the Taproom's GM to improve and expand Fulton's retail merchandise portfolio.

## Fulton Brand Events

- Annually Fulton produces a number of internal and external events. These events include the Fulton Gran Fondo, annually in May, and Oktoberfest, annually in September, and are important to Fulton's overall brand development. The Taproom's AGM will be an instrumental contributor to the success of these events by engaging in the planning process and supporting taproom operations during these events.

## **QUALIFICATION REQUIREMENTS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **MATERIALS/MACHINES/EQUIPMENT USED:**

- Desktop computer including an understanding of Google Suite and Microsoft Office Suite.
- Digital Media, including Slack, Twitter, Instagram, Facebook, and Tic Tok
- Company vehicle
- Forklift
- Skyjack

## **IMPORTANT SKILLS AND ABILITIES:**

- A love of craft beer.
- Must be 21 years of age or older at the time of application.

- Able to pass a post-offer background check.
- Able to obtain necessary certification to drive company vehicles.
- Minimum 3 years of professional experience, including but not limited to: restaurant management, kitchen management, bar management.
- Strong interpersonal skills and a love for meeting and interacting with people.
- Clear communication abilities.
- Highly organized with attention to detail.
- Self-motivated and able to work independently
- Ability to adhere to the company's policies and procedures.
- The desire to work in a fast-paced, growing company.

### **PHYSICAL REQUIREMENTS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Able to sit, stand, walk, or be on your feet for prolonged periods.
- Able to read and follow written English instructions.
- Able to regularly twist, turn, kneel, climb, stoop, bend, crawl, lift and carry supplies and equipment weighing up to 55 pounds using appropriate techniques and tools.
- Able to move 150 lbs ½ barrel kegs, using appropriate techniques for lifting.
- Able to move 1,000 lbs pallets, using appropriate techniques and tools.

### **WORK ENVIRONMENT:**

The work environment of a brewery is dynamic and ever evolving. The following are representative characteristics of the work environment an employee may encounter while performing the essential functions of this job:

- Able to work in an indoor and outdoor work environment which may be loud, slippery, humid, cold, and hot.
- Able to comply with and enforce all health, safety, and personal hygiene policies and standards.
- The employee works in a shared office environment.