

Job Title: General Manager
Department: Administration Department
Reporting to:
Date written:
Approved by:
Approval Date:
Date reviewed:
Employment Status:
Written by:

SUMMARY JOB DESCRIPTION

Executive accountable to the Board of Directors for his/her management of the business and its performance; he/she is accountable for all the managers.

Manages and runs the dealership, in keeping with its basic objectives, geared to profit and a return on capital, personally performing the following tasks or delegating them to subordinate managers. Assumes responsibility for customer retention and the profitability of each department of the dealership. In taking on these responsibilities, adopts sound business management practices. Plans and coordinates management team activities and motivates this team.

The MAJOR TASKS are listed below, but the incumbent may be assigned to other duties.

- Represents the dealer.
- Establishes the dealership's mission and its short, medium and long-term objectives, projects and policies, together with the dealer.
- Directs and authorizes major projects and procedures of the dealership, in keeping with established policies, and with the approval of the Board of Directors and/or the dealer.
- Ensures that the financial structure of the dealership is sound and well balanced.
- Analyzes the outcomes of dealership operations, compares them to the targeted objectives and ensures that appropriate measures are taken to correct any unsatisfactory outcomes.
- Plans and directs any inquiry and negotiations regarding mergers, joint ventures, the acquisition of other dealerships or the sale of major assets, with the approval of the Board of Directors and/or the dealer.
- Implements and maintains an efficient communication system throughout the entire dealership.
- Represents the dealer in various areas, in contacts with the major customers, the manufacturer, the shareholders, the financial community and the public. May delegate tasks to a representative.

- Plans dealership operations for the coming year and submits the plan to the dealer for approval.
- Meets with the controller/accountant every month to review department forecasts and ensure that they are consistent with the annual forecasts.
- Meets with the managers individually, to develop monthly and annual objectives and examine actual performance.
- Monitors the daily control of operations and recommends improved procedures, if necessary.
- Supplies the dealer with reports on the dealership's financial position.
- Ensures that the monthly financial statements are complete and correct, and that they are submitted to the manufacturer in a timely manner.
- Builds and maintains good working relations with credit institutions and the manufacturer's personnel.
- Creates efficient internal communications, by holding regular management meetings to ensure that each department is functioning efficiently and profitably.
- Ensures that the manufacturer's policies and procedures are being observed by the various departments.
- Resolves customer complaints when the department manager has not managed to find a solution.

Tasks related to the management of human resources

- Hires, trains and motivates all the dealership's department managers.
- Analyzes and approves employee remuneration programs.
- Analyzes all training applications, approves those which are appropriate and comply with the dealer's objectives for professional skills and techniques; promotes the training programs and ensures that they are effective.
- Is an enthusiastic leader, helping to shape employee attitudes and improve the working atmosphere.
- Circulates management policies and procedures to all employees and ensures that they are understood and observed.
- Directs, supervises and controls all the duties of the dealership's management or supervisory personnel and conducts formal performance evaluations of all department managers, at set intervals.
- Informs employees concerned and distributes memoranda from the manufacturer to them.

Marketing-related tasks

- Prepares and implements the monthly and annual marketing budgets.
- Designs and creates, together with the managers, all printed advertising, radio and television commercials, billboards, mailings and promotional pieces in the internal sales areas, as well as internal or external notices.
- Advises dealership employees of all marketing initiatives.
- Develops business strategies and participates in creating effective and economical advertising programs.

- Performs other tasks, based on the requirements and instructions of the Board of Directors and/or the dealer.

SECONDARY TASKS

- *Description of one or more secondary tasks to be added, according to your needs.*

JOB REQUIREMENTS

Language skills
Knowledge and skills
Responsibilities

Effort
Work conditions
Other requirements

Uses his/her software efficiently to obtain more details about the requirements of the job. This software has the advantage that it incorporates the sixteen job evaluation factors developed by the CCAQ to facilitate the achievement of pay equity within the business. With this software, each job evaluation criterion for the jobs related to a job can be indicated below each job description.

N.B.: In this publication, the use of the masculine to refer to people does not imply any discrimination.

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