

GG FOREVER + GG FORMALS

Dublin, Georgia

Store Manager

Dublin Location

Full-Time | Reports to: Owners | Weekend Availability Required

ABOUT GG FOREVER

GG Forever is a bridal and formalwear destination in Dublin, Georgia. A second location opened in Statesboro, Georgia in Summer 2026. We help brides, prom-goers, and pageant competitors find their perfect look in a high-energy, customer-first environment. Our Dublin store has experienced rapid growth, including a record-breaking \$300,000 month, and we're building the team and systems to scale.

POSITION OVERVIEW

The Store Manager is the operational leader of the Dublin location. This role is responsible for sales team performance, bride experience, daily store operations, and staff development. The Store Manager sets the energy and standard for the store every day — coaching stylists, managing the appointment calendar, driving sales performance, and ensuring customers leave feeling like they had the best shopping experience of their lives.

As we expand, the Store Manager will also play a critical role in training incoming managers, documenting institutional knowledge into SOPs, and helping replicate the Dublin culture at the new locations.

KEY RESPONSIBILITIES

Team Leadership & Sales Performance

- Lead Saturday morning huddles: dressing room assignments, stylist rankings, daily goals, energy
- Rank stylists by performance and strategically assign brides based on selling strengths
- Coach stylists on selling confidence, closing techniques, upselling, and customer rapport
- Meet weekly with ownership to review sales numbers, goals, and team performance
- Manage employee schedule independently — publish, adjust, and handle time-off requests without requiring owner approval for standard scheduling
- Address performance issues, attendance problems, and team accountability
- Lead new employee onboarding: role explanation, expectations, culture introduction

Bridal Experience & Customer Operations

- Assign all bridal appointments to appropriate stylists in BridalLive based on performance data
- Assign dressing rooms and assistants for peak days (Saturdays, trunk shows, events)
- Assist stylists on the floor with customer questions, zippers, overskirts, and special requests
- Take walk-in bridal consultations when needed and manage overflow appointments
- Manage the unresponsive bride follow-up process (call → text → cancel workflow)
- Respond to Google reviews and manage the review giveaway tracking
- Handle customer escalations before they reach ownership

Sales Reporting & Data

- Pull and analyze daily/weekly sales performance reports
- Track web lead performance (ad show rate vs. purchase rate) for marketing ROI
- Prepare performance data for weekly owner meetings
- Track and report on stylist closing ratios and average sale value

Operational Management

- Manage bridal special order processing and system entry
- Oversee layaway account management and 90-day tracking
- Handle payment plan negotiations with customers
- Coordinate receiving of bridal orders at the 3rd building
- Direct steaming of new arrivals (delegate to team, not personally execute)
- Respond to Ring Central texts and business messages during store hours

Expansion & Knowledge Transfer

- Mentor incoming store managers at other locations during training periods
- Document institutional knowledge into written SOPs, video walkthroughs, and checklists
- Provide input on new-location staffing, layout, and operational setup based on Dublin experience

A TYPICAL WEEK

Monday: Arrive before 9 AM. Facilitate the weekly operations meeting using the agenda template. Review last week's numbers, assign priorities, surface roadblocks. Email completed agenda and action items to ownership by 10 AM. Manage appointment calendar for the week, adjust staffing as needed. Work on SOP documentation or administrative tasks during quieter hours.

Tuesday–Friday: Manage daily store operations. Coach stylists between appointments. Pull performance reports. Handle bride follow-ups and special order processing. Coordinate with team on inventory receiving. Address any staffing or customer issues as they arise. Prep for Saturday during Friday's quieter periods.

Saturday: Run the morning sales huddle. Assign dressing rooms and stylists. Be on the floor coaching, assisting, and managing the energy. Pull end-of-day sales reports. Close out the day with next-week prep notes.

QUALIFICATIONS

Required

- 2+ years retail management experience, preferably in bridal, formalwear, or fashion retail
- Proven track record of leading a sales team to meet or exceed goals
- Strong coaching and people development skills
- Ability to manage a fast-paced, appointment-driven environment
- Comfort with data: pulling reports, reading performance metrics, making staffing decisions based on numbers
- Weekend availability required (Saturdays are the highest-volume day)
- Proficiency with BridalLive or willingness to learn quickly
- This is an active, on-your-feet role requiring frequent movement throughout the sales floor for the duration of scheduled shifts

Preferred

- Experience in bridal retail specifically

- Familiarity with Klaviyo, Google Business, and social media review platforms
- Experience training or mentoring other managers
- Comfort with SOP documentation (video, written, screen recording)

TECHNICAL SKILLS

- BridalLive (appointment management, special orders, inventory)
- Klaviyo (bride communications and fiancé letters)
- Ring Central (business messaging)
- Google Business (review management)
- Basic spreadsheet and reporting skills

ATTRIBUTES FOR SUCCESS

- Sets the energy for the store — staff feed off your attitude and preparation
- Coaches in real time, not just in meetings — observes stylists with customers and gives feedback in the moment
- Data-driven decision maker — assigns brides based on performance, not favoritism
- Holds the team accountable without being asked — doesn't wait for ownership to address issues
- Thinks about GG's expansion efforts as much as Dublin — understands that documenting what you know is as important as doing it
- Calm under Saturday pressure — 30 appointments, 6 stylists, and a full store doesn't rattle you

WHAT WE OFFER

- Opportunity to shape the growth of a rapidly expanding brand
- Performance-based bonus structure tied to store sales goals
- Paid time off for vacation, sick, and holidays
- Direct involvement in the multi-location expansion efforts — your expertise is the foundation
- Supportive ownership team that values your input and leadership

HOW TO APPLY

Apply here: jobs.theggcorp.com

Applications without completed forms will not be reviewed.

*GG Forever is an equal opportunity employer.
We celebrate diversity and are committed to creating an inclusive environment for all employees.*