

Deputy Manager

Job Purpose

To work closely with the Store Manager to assist in motivating the store team to increase sales, control costs, minimise loss and hit targets.

To manage the daily operation of the store in the Store Managers absence.

Technical Skills

Service

- Uses the Customer Experience Report Action Plan to support key changes in behaviour required within the team
- Consistently demonstrates A Smile In Mind and role models this behaviour in the store to ensure customer expectations are exceeded every time
- Ensures ASA's are carried out on all Advisors and feedback is directed at improving performance

Visual

- Supports the Store Manager to ensure the visual merchandising standards in the store is are impactful and in line with company policy and procedure
- Develops team by using all briefs fully to deliver great visual merchandising through brands, looks, displays and theatre throughout the store
- Supports the Store Manager in delivering impact through WOW windows and front of store

Commercial

- Reviews the correct commercial documentation to ensure the store is developing sales opportunities
- Maximises company winners as a priority before focusing on store winners
- Supports the Store Manager to ensure promotions are correctly implemented in store with high impact

Operational

- Supports the Store Manager by completing all due diligence in store, meeting company compliance procedures to trade safely and legally
- Controls loss prevention by following company policies and procedures on cash and stock security in full
- Supports the Store Manager to plan and prepare for all audits ensuring accurate results
- Effectively deploys staff to maximise productivity

People

- Supports the Store Manger in driving performance management throughout the store
- Motivates team to deliver results through regular team briefs
- Gives effective feedback focusing on what is done well and where improvements can be made
- Ensures store team is trained through use of Personal Trainers and completion of Core / Advanced Modules
- Focuses on personal development through an active and meaningful development plan
- Conducts 6 and 12 week reviews with Advisors, Specialists and Supervisors

Competencies

- Leadership
- Strong Communication
- Commercial Awareness
- Planning and Organising
- Problem Analysis and Decision Making
- Flexibility and Adaptability
- Developing Self and Team
- Creativity and Innovation

Business Unit / Area: Retail Operations

Reports to: Store Manager