

Store Manager

Job Purpose

To manage, motivate and lead the store to increase sales, control costs, minimise loss and hit targets.
To continuously develop the store team by investing in the personal development of Advisors and Management (Supervisor / Deputy / Assistant) .

Technical Skills

Service

- Analyses Customer Experience Reports and uses the Action Plan to communicate 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
- Identifies and responds to the customer profile of the store

Visual

- Ensures the visual merchandising standards the store is 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
- Maintains a good awareness of competitor activity
- Supports the store to deliver high impact through 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
- Ensures promotions are correctly implemented in store with high impact

Operational

- Ensures the store is equipped to meet all company compliance procedures to trade safely and legally
- Controls loss prevention by following company policies and procedures on cash and stock security in full
- Plans and prepares for all audits to ensure accurate results
- Ensures the model store staffing requirements are met as agreed by Area Manager

People

- Drives performance management through the store developing self and team
- 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
- Measures performance of store team through annual appraisals

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: Area Manager