

Job Profile

Job Title:	Store Manager
Department:	<i>Retail</i>
Location:	Various
Reporting To:	Regional Manager

Role purpose:

To maximise sales and profit through promoting excellent customer service and creating a culture which puts the customer first. Ensuring high retail standards are implemented and maintained in order to maximize profits. Responsible for the development and succession of the store team.

Main Areas of Accountability

- To maximise sales by always putting the customer first. Considers the customer in all areas of activity and exceeds the customers expectations to create a memorable shopping experience.
- Provide clear communication and direction, ensuring the team is motivated and aware of the Retail Strategy. Create opportunities for development and succession through regular on the job training ensuring the team are multi-skilled. Ensure personal development plans are kept live and objectives are set and reviewed.
- Embraces change and responds positively to new Company initiatives and directives.
- Proactively promotes multi-channel opportunities and engages and involves the team as and when required.
- Seek opportunities to market the brand through external events and PR opportunities.
- Demonstrate a thorough knowledge of business objectives, current performance indicators and utilise all commercial reports effectively.
- Implement and maintain high visual merchandising standards to ensure consistency across the brand in our visual proposition.
- Develop and implement proactive solutions and actions in order to meet business objectives.
- Demonstrate drive and the ability to manage time effectively. Prioritise tasks in order to deliver high standards in both shop floor and back of store areas.
- To communicate effectively with all areas of the business, establishing personal credibility and building strong relationships both internal and external.

- To adhere to all Company regulations regarding store operations and Company policies, procedures, Health and Safety guidelines and security processes.

The above is a broad definition of the job responsibilities. It does not take into account every aspect of the job because of the areas of flexibility, which the job holder may be required to perform.

Operating Environment:

- To operate in an open and even handed manner with all colleagues across the business. Treat all who we interact with, with courtesy and **respect**, treating everyone equally and embracing differences. Encourage everyone to achieve maximum potential and deliver a **friendly service**
- To proactively contribute to teamwork and cross-functional working. To listen to each other and share knowledge enabling us to willingly combine expertise across the business
- Behaving with **integrity** and demonstrating **professionalism** at all times. To always do what is right.
- To take personal responsibility & accountability for actions, constantly striving to improve and exceed expectations ensuring safety and quality are never compromised.

Selection Criteria	Essential	Desirable
Education/Training	Good standard of education	Educated to GCSE or equivalent level with 4-5 passes. An NVQ in Retail Operations or Customer Service.
Experience Skills & Knowledge	<ul style="list-style-type: none"> - 2-5 years previous retail management experience - Knowledge of selling skills and how to provide excellent customer service - A good track record in meeting sales targets - Knowledge of stock control procedures, general administration required in a retail environment and what constitutes good retail standards - Experience in visual merchandising - Time management and prioritizing skills - Coaching and development skills 	<ul style="list-style-type: none"> - 2-5 years previous retail management experience in a fashion environment - Familiarity with methods in recruiting, developing and motivating a team. - PC Literate - Financial management and budget control - Strategic planning skills - Leadership skills - Interpersonal skills - Decision making skills
Personal Attributes	<ul style="list-style-type: none"> - Passionate about customer service and putting the customer first - Good communication skills, able to talk confidently to customers about products and to direct the team in their role - Good people management skills; able to lead effectively, motivate their team and delegate as necessary - A friendly, approachable nature with the ability to empathise with our customers. - An honest, trustworthy individual with integrity - An individual who is motivated by selling and managing their team effectively to meet sales targets - Gains satisfaction from contributing to the management of a well-run store with high retail standards - Enthusiasm, flair and the ability to work on their own initiative - Good organisational skills, which enable them to manage the team to ensure all tasks set are completed to the required standard and on time - A smart appearance which projects the right image to our customers - A degree of flexibility is required to ensure management cover is provided for the store at all times 	<ul style="list-style-type: none"> - Able to recognize their own strengths and weaknesses and those of their colleagues - Keeps personal development live and continuously strives to build knowledge / experience and support peer group

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