Job Title: Store Manager  
Department: Operations  
Reporting To: Area Manager

**Job Purpose**
Maximise sales through the delivery of excellent selling & service.
Recruit, develop & motivate the team using effective management skills & behaviours
Ensure all management controls are in place stock, security, admin, cost control, H&S and shrinkage.

**Competencies**
- **Results Focus** - achieve goals, targets and objectives in agreed deadlines.
- **Customer Service Perfection** – ensure the team provides excellent customer service at all times.
- **Management Controls** – ensure colleagues understand and carry out their key responsibilities and that all tasks are effectively managed and completed.
- **Team Building** – motivate the team and utilise their different qualities to enhance the overall effectiveness of the team.
- **Managing Change Professionally** – react quickly to change and implement it positively, handling objections and overcoming obstacles to achieve business objectives.
- **Communication** – demonstrate the importance of communicating with colleagues and others.
- **Planning and Organising** – effectively schedule and overcome obstacles and adjust plans as necessary, ensuring the right people are in the right place, at the right time.
- **Leadership** – guide individuals towards task accomplishment.
- **Colleague Development and Performance Management** – train, coach and develop colleagues and take ownership for performance issues and manage conflict effectively. Take responsibility for recruitment and selection.

**KPIs**
- Average Transaction Value (ATV)
- Items per customer (IPC)
- Conversion
- VIP sign up

**Experience Required:**
- Retail experience.
- Previous managerial responsibilities
Specific Responsibilities and Activities:

Results Focus
- Drive and deliver Balanced Score Card objectives.
- Introduce new promotions, Loyalty scheme and bra fit enthusiastically to colleagues and customers.
- Fully implement new promotions accurately in accordance with promotional instructions.
- Ensure colleagues sell positively the full range of merchandise using all available channels.
- Accept overall responsibility for security and loss prevention in store with regards to compliance procedures in line with company policy.
- Give effective and timely feedback to colleagues on achievement of goals, targets and objectives and ensure colleagues are aware of forthcoming expectations in terms of Sales and Service expectations.
- Complete and analyse all daily/weekly sales documentation, reacting quickly to varying sales performance and trends, developing management teams understanding.
- Encourage colleagues to give regular feedback to grow sales, manage costs, and drive high level **presentation** & service standards.
- Give developmental and motivational feedback to colleagues on their **performance**.

Customer Service Perfection
- Demonstrate and establish the highest levels of customer service, through thorough training and coaching of colleagues, to deliver the Boux Avenue Shopping experience consistently.
- Introduce add on sales to customers that are relevant, training and coaching colleagues in the necessary techniques.
- Maintain and develop **product knowledge** levels within the store.
- Deal effectively with customer returns, feedback or complaints in a **polite** manner.
- Ensure **GLIDE** is demonstrated consistently.
- All Colleagues trained & demonstrate Boux Avenue Bra fit experience.
- Understand and be aware of external environment and competition and feedback key messages to store and head office.

Management Controls
- Ensure all colleagues understand their role and responsibilities and are given the training and opportunities to fulfil their job role.
- Ensure monies are secure and banked according to company procedures.
- Ensure security checks are carried out to reduce the risk of loss including staff searches to meet or exceed company minimum requirements.
- Adhere to the company stock control systems, policies and procedures at all times and allow only authorised colleagues to carry out stock management as per policy.
- Promote a safe and secure environment for customers and colleagues within Company and legal requirements, using store risk assessments where necessary, and seek assistance from relevant departments when required.
- Carry out all policies and procedures as laid down in the Operations Manual.
- Efficient colleague administration completed in a timely manner such as payroll and pay queries, starters, leavers, change in circumstances, uniform orders and training programme progress checks.
Team Building
- Integrate and welcome new colleagues into the team smoothly with the use of the Induction Booklet and relevant training tools.
- Motivate colleagues with feedback, training, delegation, local incentives and effective communication, seeking advice from Line Manager/HR Department and if unsure of the techniques.
- Recognise & praise Colleagues when appropriate
- Address conflicts within the team in a timely manner seeking advice from Line Manager/HR Department if necessary.
- Get involved in fund raising, Charity work & Network professionally.

Managing Change Professionally
- Positively support and manage change in a prompt, positive and supportive manner.
- Seek advice from line manager if the nature and intention of the change is not understood.
- Initiate new ideas for change within own area of responsibility.
- Handle objections and obstacles to change in a positive manner.
- Support colleagues through change.

Communication
- Passionately deliver an effective daily team brief for all colleagues and ensure that all members of management are trained and coached to deliver the daily team briefings & follow up throughout the day.
- Communicate targets to each colleague.
- Communicate regularly and effectively with the Store Management team through management meetings, diaries & handovers.
- Report sales and business performance to Area Manager in daily/weekly feedback.
- Attend meetings as required and contribute in a positive and constructive manner.
- Build relationships with Head Office Departments and openly network across the business.

Planning and Organising
- Use rota’s effectively and in advance (approximately 4 weeks) to deploy colleagues effectively and fairly, delegating workloads, incorporating annual leave and other planned absences to ensure maximum coverage at all times.
- Time in lieu for all colleagues is taken within the required periods.
- Plan ahead for scheduled events such as promotional changes, ensuring that all materials are prepared and colleagues briefed.
- Delegate effectively promotional changes and layout changes utilising all team members and their skills ensuring consistent presentation standards
- Ensure that there is sufficient sales floor coverage at all times and maintain own presence on the sales floor.
- Process and clear deliveries & faulty stock promptly & in a timely manner.
- Maintain an efficient housekeeping, cleaning and a robust replenishment system in place.
- Ensure stockroom standards are delivered consistently to Perfection.

Leadership
• Demonstrate a *passion* in the Brand by being an ambassador for the brand & inspire others within the team to deliver the same.
• Create an environment of mutual trust & respect.
• Give clear directions on the goals, targets and objectives and confirm understanding with team.
• Provide information, knowledge and methods to team members to achieve the goals, targets and objectives set.
• Ensure that achievements are recognised & celebrated.
• Appraise staff regularly using the relevant assessment methods, i.e. probationary and annual review.
• Lead by example through *promptness*, attendance and personal *presentation* standards.
• Be *polite* and approachable to colleagues at all times listen & respond appropriately.
• Assist the business when required to support store openings, training, disciplinary and problem solving meetings, as well as local store issues.

**Colleague Development and Performance Management**

• Recruit colleagues as agreed with Area Manager using the competency interviewing format.
• Support colleagues through the Induction programmes.
• Make available all opportunities for colleague training and development.
• Succession plan for the future to build a talent pool for progression within the business.
• Use the colleague review process to ensure consistency within the team in terms of initial support, training and feedback within the probation period, and react to issues or underperformance quickly.
• To coach colleagues when there is a shortfall in individual *performance*, conduct or time keeping and attendance and taking the appropriate performance management action if necessary as advised by line manager/HR Department.
• Utilise the team resource to develop others within the store.
• Follow up on colleague development.
• Ensure a Personal Development Plan (PDP) is in place to support own personal development, and review objectives/time scales regularly.
• Continually encourage and support the development of the management team, ensuring PDPs are in place for both Deputy Manager and Team Managers, regularly reviewing objectives and timescales.
• Deal with underperformance through the correct procedures in a confident and timely manner.