

**Job Description**

**Retail Sales Manager**

**Reports to:** Head of Retail Operations

**Direct Reports:** Retail Supervisors (1 f/t, 2 p/t)

**Summary of Role**

Working closely with the whole retail team, the focus of this role is customer service and sales. It is a salesfloor-based, hands-on leadership role, setting standards, planning and directing resources to where they are needed, on the salesfloor. To achieve results through people an essential part of this role is to ensure that everyone in the retail team is properly trained, motivated and has a clear sense of purpose and value.

**Main Purpose:**

* Day-to-day management of the salesfloor, working with the retail team and supporting it at all times.
* Recruitment, training, motivation and retention of the salesfloor team.
* Commercial awareness - accountability for all salesfloor-related KPI’s and able to use sales data to make sound commercial decisions on the salesfloor.
* Compliance – ensuring that all statutory requirements relating to salesfloor activities are fully communicated to the team and properly implemented.
* Implementation of all retail procedures and policies – reviewing them with colleagues to improve efficiency, standards,
* Brand awareness (Snape and Britten Pears Arts as a whole) – purpose and values; communicating them and instilling them into the team, - working within, and upholding the fundamental principles of the organization’s policies at all time

**Main Duties:**

**People**

* Motivates, inspires and leads by example. Sets standards of behavior, and embeds a culture of team work, inclusivity and collaboration within the team
* Communicates regularly and clearly with all team members at all times.
* Works closely with all other teams – sharing information/knowledge – and promoting a common sense of purpose.
* Conducts recruitment interviews, ensures that new colleagues are fully trained and integrated into the team as smoothly as possible.
* Carries out regular performance reviews, using the opportunity to provide constructive feedback and identify development opportunities.
* Manages performance where needed
* Prioritises on-going training and development for all retail colleagues.
* Works closely with HR to resolve any people-related concerns or issues.
* Adheres to all employee-related policies to ensure a consistent approach at all times.

**Retail Sales, Service and Standards**

* Sets and communicates daily, weekly and monthly targets to all of the relevant teams.
* Leads a culture of “customer first” – working collaboratively with the retail team and all other teams to focus on standards of service, merchandising, store presentation, cleaning and maintenance
* Works closely with the buying and visual merchandising teams to ensure that stock is merchandised and displayed to appeal to customers and to achieve sales.
* Works closely with the stock control team and VM’s to ensure deliveries are put out swiftly without compromising service.
* Reacts quickly to resolve any issues and discrepancies with stock, Epos and incorrect pricing.
* Works with the buying team to ensure that Retail Assistants have excellent product knowledge eg: new products, seasonal launches etc.
* Works closely the the Stock Control and EPOS Manager to carry out regular and ad-hoc stocktakes.
* Oversees all stock control measures in the Food Hall to keep wastage levels to a minimum.

**Additional Responsibilities**

* Opens and locks-up, acts a Duty Manager on a rota-basis.
* Can deputise for the Head of Retail Operations where appropriate.
* May be involved in wider-organisational groups/committees.

Undertaking any other relevant duties within the overall scope of this role as may be requested by the Head of Retail operations. This role description is not exhaustive and is subject to review periodically.

**Key Relationships**

Retail Operations Manager

Stock and EPOS Manager

Stockroom Supervisor

Retail Administrator

Buying and Visual Merchandising Teams

**PERSON SPECIFICATION – Retail Sales Manager**

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| **CRITERION** | **ESSENTIAL** | **DESIRABLE** |
| Experience | * Supervisory or managerial experience gained in a retail environment leading a team of at least 10 colleagues. * Responsibility for achieving retail-related KPI’s/targets (sales, service, standards) * Managing a fast-paced environment with a quick stock turnover. | * Retail experience gained with a similar product range. |
| Skills/Knowledge | * Customer and service focussed. * Appreciation for the importance of excellent visual merchandising. * Collaborative – leads and works by nurturing strong relationships. * Confident and effective communication skills, both verbal and written. * Numerate and analytical – to interpret and apply commercial data * General understanding of current, relevant employment and health and safety law. | * Appreciation of music/culture/heritage. |
| Ability/aptitude | * Inspires and motivates the team. * Leads by example, listens to and respects the views of others. * Clear thinking, able to make decisions. * Understands the brand and is an excellent brand ambassador. * Can find solutions to problems and adapt to change. * Prioritises training and development of the team |  |
| Other requirements | * Acts as the Duty Manager on a rota-basis. * Attendance at out-of-hours meetings/events. * Able to work out-of-hours eg: at peak periods, stocktakes etc. |  |