



BOARD COLLECTIVE
—Wilson Retail Co.—

POSITION DESCRIPTION

– Cafe Supervisor –

Department:	Store Sales	Award:	General Retail Award 2020
Reports To:	• Store Manager • Store Support Manager • Sales & Operations Manager • Managing Director		

Primary Purpose of Position/Key Responsibilities:

1. Achieving Wilson Retail KPI's (customer service/sales to budget/conversion rate/Cafe presentation/reporting)
2. Manage and motivate the team to increase sales and cafe efficiency/profitability
3. Achieve thorough and accurate stock management targets (agreed)
4. Lead, coach and develop team
5. Maintain open effective communication access across all business levels (feedback sessions/Cafe presentations/monthly reporting/phone)
6. To be accountable for all areas of the Cafe business – operations and delivery.
7. Work closely with Store Management team to ensure harmony/productivity across all areas of the store

Key Relationships:

Internal:	• Store Manager • Store Support Manager • Sales and Operations Manager • Managing Director • Head Office Staff • DC Manager • Other Store Managers
External:	• Valued Customers • Supplier's Representatives and their Customer Service dept

Key Responsibilities & Duties:

Sales

1. Meet and exceed the Cafe sales target
2. Achieve personal sales target
3. Lead a customer service focused Cafe culture
4. Motivate team to drive sales
5. Understand, demonstrate and coach the customer service experience
6. Implement, lead and drive the Wilson Retail KPIs & Cafe culture.

Store Profitability Contribution

1. Ensure controllable utilities and petty cash expenses are kept within agreed targets.
2. Ensure that all in Cafe processes are implemented in the most productive and time efficient manner

Service

1. Ensure all team members deliver a premium level of customer service.
2. Lead by example in all aspects of customer service
3. Ensure staff are empowered to deal with dissatisfied customers

Standards

1. Cafe presentation to be delivered at a minimum of 90%
2. Ensure that the Cafe is maintained in all aspects to the standards of presentation
3. Ensure that all team members are aware of and consistently deliver the Wilson Retail 7 Steps of Selling while in the store and Cafe

Operations

1. Ensure that all non selling tasks are completed to company productivity standards
2. Manage all procedures and processes within Cafe operations to ensure that they are carried out efficiently and productively
3. Use operational resources contained within your Tool Box/Google docs
4. Understand all company systems and coach and lead team members in operational compliance
5. Ensure register balances at all times and report any discrepancies to the Store Manager
6. Ensure competition is monitored and highlight any opportunities and threats as they arise
7. Ensure that the team has a good knowledge of the products; drinks, cakes, sandwiches and ingredients of items

Store Presentation/Retail

1. Responsible for the visual merchandise presentation of the Cafe, ensuring team members are coached to the company standard
2. Maintain new merchandising initiatives that are installed
3. Ensure shopfit is maintained and any minor work requests are discussed with the Sales and Operations Manager in a timely manner

Team Leadership

1. Train, coach and enforce adherence to all company standards in the areas of sales, customer service, Cafe presentation and operations
2. Develop all team members to their next level of promotion ensuring that they are highly competent in all aspects of these roles
3. Create and maintain a culture of accountability and goal oriented performance
4. Operate with a high personal standard and provide the benchmark for other team member's aspirations
5. Communicate in an open and forthright manner with all team members
6. Actively recruit team members within the Wilson Retail guideline using the interview questions and two (2) reference checks

Training and Coaching

1. Ensure that all team members are coached, trained, motivated and productive in their employment
2. Identify development needs of team members and ensure all training schedules and coaching programs are implemented and maintained within agreed tools (skills audit/feedback forms/KPI measuring tools)

Reporting

1. Ensure all Cafe performance reports required are of a consistently high and accurate standard and are completed on time
2. Manage all Cafe administration to a high standard
3. Record Cafe daily sales budget, actual, wage spend
4. Ensure the end of day is complete (including Google Docs).

Personal Competencies:

- Displays loyalty to Wilson Retail brand
- Outstanding and consistent communication
- High level of experience
- Displays strong leadership skills
- Acts in a trustworthy manner at all times

	• Consistently maintain a high level of production • Shows accountability for own actions • Maintains authenticity and community • Maintain a customer focused environment • Sustain a consistent work place
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