



BOARD COLLECTIVE
-Wilson Retail Co.-

POSITION DESCRIPTION

- Store Manager -

Department:	Store Sales	Award:	General Retail Award 2020
Reports To:	<ul style="list-style-type: none"> • Store Support Manager • Sales & Operations Manager • Managing Director 		

Primary Purpose of Position:

1. Achieving Wilson Retail KPI's (customer service/wage spend/sales to budget/conversion rate/store presentation/reporting)
2. Manage and motivate the team to increase sales and store efficiency/profitability.
3. Achieve thorough and accurate stock management targets (agreed).
4. Lead, coach and develop team. (Training plan – skills audit/mystery shop/feedback sessions).
5. Maintain open effective communication access across all business levels (feedback sessions/email/store presentations/monthly reporting/phone)
6. To be accountable for all areas of the retail business – operations and delivery.

Key Relationships:

Internal:	<ul style="list-style-type: none"> • Store Support Manager • Sales and Operations Manager • Managing Director • Brand & Product Manager • Buying Manager / Ladies Buyer • Marketing Manager • VM • DC Manager • Other Store Managers • Payroll • HO Admin
External:	<ul style="list-style-type: none"> • Valued Customers • Supplier's Representatives and their Customer Service dept

Key Responsibilities & Duties:

Sales

Ensuring the store meets the Wilson Retail standards by:

1. Meet and exceed the store sales target
2. Lead a customer service focused store culture.
3. Ensure customer service levels are upheld and maintained in line with the company objectives
4. Motivate store team to drive sales
5. Understand, demonstrate and coach the 7 Steps of Selling.
6. Implement, lead and drive the Wilson Retail KPIs

Store Profitability Contribution

1. Ensure wage spend is achieved via rostering system.
2. Effective rostering for agreed wage spend KPI.
3. Ensure controllable utilities and petty cash expenses are kept within agreed targets.
4. Conduct accurate stock takes and variances to be 0.7% or lower and set action plans to rectify issues.
5. Ensure that all in store processes are implemented in the most productive and time efficient manner

Customer Service

Is responsible for ensuring Customer Service is our priority at all times by:

1. Understanding and implementing the 7 steps of selling
2. Leading by example in all aspects of customer service
3. Ensure that all customer complaints are attended to in a courteously and promptly. If the complaint is unable to be handled, then the customer is to be directed to your Cluster Manager.
4. Answer the phone according to the company standards

Standards

Ensuring the store meets the Wilson Retail standards:

1. Store presentation to be delivered at a minimum of 95%
2. Ensure the store is maintained in all aspects to the standards of presentation.
3. Ensure all team members are aware of and adhere to the Wilson Retail operational standards inside the employment handbook.
4. Ensure that all team members are aware of and consistently deliver the Wilson Retail 7 steps of selling and meet Wilson Retail standards.

Operations/ General Duties

1. Ensure that all non-selling tasks are completed to company productivity standards
2. Manage all procedures and processes within store operations to ensure that they are carried out efficiently and productively.
3. Use operational resources contained within your tool box
4. Understand all company systems and coach and lead team members in operational compliance.
5. Ensure tills balance at all times and report any discrepancies to Store Manager
6. Ensuring the store is clean, tidy and that the store presentation is maintained.
7. Ensure that the team has a good knowledge of the products, collection, fabrics, trend and care of garments.

Stock Management

1. Unpacking of stock & reporting any discrepancies and adding to the DN Register.
2. Marking up and marking down stock accurately according to instructions and meet deadlines.
3. Make sure all negative reports are carried out and reported to the Brand & Product Manager.

Visual Merchandising / Window Displays

1. Responsible for the store merchandising standards and presentation ensuring all team members are coached to the company standard.
2. Follow all merchandising standards ensuring compliance with the Visual Merchandising Guide from Head Office.
3. Maintain new merchandising initiatives that are installed.
4. Ensure garments are folded, hung or displayed in a neat presentable fashion and to company standards.
5. Follow mid-month and end-of-month directions from VM (Photos).

Staff Development & Training

1. Train, coach and enforce adherence to all company standards in the areas of sales skills and techniques, customer service, store presentation technical product knowledge, use of POS and operations.
2. Create and maintain a culture of accountability and goal oriented performance.
3. Operate with a high personal standard and provide the benchmark for other team member's aspirations
4. Communicate in an open and forthright manner with all team members
5. 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)
6. Attend and assist in the running of product nights and staff meetings.
7. Attending work related meetings when required.

Administration

1. The delegation of staff
2. Ensuring all memos are read and actioned accordingly
3. Conducting stock takes as required
4. Checking time sheets to ensure all staff are recorded correctly
5. Daily register balancing, banking and cash handling.
6. Inter-store transfers (accurately receiving and dispatching)
7. Maintaining adequate levels of stationary and consumables for the store.
8. Ensuring all markdowns, mark ups, or re-ticketing is actioned correctly.
9. Customer hold control
10. The handling of customer or stock returns
11. To ensure a high standard of dress & appearance is maintained by all staff at all times.
12. Ensure that P.O.S register is used in a correct and efficient manner.
13. Ensure all Wilson Retail reporting is carried out and meets all Wilson Retail deadlines.

Reporting

1. Ensuring all store performance reports required is of a consistently accurate and high standard and completed on time.
2. Ensure proactive communication on all reporting.
3. Manage all store administration to a high standard
4. Record store daily sales budget, actual, conversion rate, wage spend, average items and average dollars.
5. Monitor holds (24 hrs)
6. Ensure 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.