



JOB DESCRIPTION

Title of Position:	Retail Store Manager
Location:	Auckland, Hamilton, Napier, Mount Maunganui, Papamoa, New Plymouth, Palmerston North, Wellington, Nelson, Christchurch, Queenstown, Invercargill, Dunedin, Whangarei
Reporting to:	Regional Manager
Functional Relationships:	National Retail Manager, Regional Manager, Store team, Max Head Office, Human Resources
Date:	March 2015

Position Overview

This position's primary responsibility is the management of the Retail Store through effective leadership and management of the day to day operations, role modelling and ensuring the provision of the highest level of service to customers at all times.

Main Objectives of Position

The Retail Store Manager will be responsible:

- To ensure all Retail team members provide an exceptional level of service to customers at all times.
- To support the implementation of the operational plans and the achievement of sales, customer acquisition and profitability targets for this function.
- To manage the day to day operational requirements and be responsible for the efficiency and effectiveness of this function.
- To manage the operating cost within the budgeted allocations including wages to sales and all controllable expenses associated with the store.
- To lead, coach and develop Retail team members to obtain the skills to perform their roles effectively.
- To ensure all team members have a high level of personal presentation at all times and team members are proactively advocating Max fashion trends through wearing product from current season.
- To actively manage staff charge accounts.
- To ensure the store is presented to a high standard at all times.
- To maintain and implement retail systems to support the quality service standards across all stores.
- Ensure personal development by attending all training workshops or courses as requested by the Regional Manager.
- To ensure Max Fashions Limited policies and best practices are adhered to.

Position Holder's Name_____

Date _____

Signature_____

General

- The responsibilities do not describe in detail the activities of the role. This is to encourage flexible work practices and to accommodate changes in responsibility in line with the needs of the business.

Health and Safety

- Ensure company health and safety policies and procedures are adhered to.

Key Responsibilities	Activities	KPIs
Customer Service Management	<ul style="list-style-type: none">• Ensure all team members provide an exceptional standard of service to all customers at all times• Ensure the diligent processing of all inquiries, complaints, orders and customer maintenance.	<ul style="list-style-type: none">• Six monthly Mystery Shopper Surveys to achieve an average of 85% rating• All enquiries and maintenance updates are to be followed through within a reasonable timeframe as directed by the Regional Manager• All complaints are to be dealt within 24 hours meeting Retail guideline requirements
Financial Management	<ul style="list-style-type: none">• Banking to be deposited on a daily basis• Manage daily, weekly monthly budgets• Manage the profitability requirements of the store through effective people and stock management principles• Implement effective staffing levels to manage wage to sales budgets whilst providing effective customer service standards• Provide reports as requested• Monitor and manage staff accounts and discount spend	<ul style="list-style-type: none">• Variances with daily banking to be reported to Regional Manager and Head Office (HO) immediately• Achievement of agreed profitability, sales, sales to wage% and expense budgets• Reports to be presented accurately with supporting analysis within the require timeframe• Staff accounts to be kept within allocated spend limits. All issues dealt with in a timely manner and following correct procedure
Stock Management	<ul style="list-style-type: none">• Weekly regrouping to be completed as requested by HO• Effectively manage the shop stock through effective ordering, monitoring and stock security systems• Ensure the retail store has an effective stock movement process from stock receipt to stock display• Completing accurate stock takes as required with minimal inconveniences to the customers	<ul style="list-style-type: none">• Stock levels are to meet the required levels for the store• Weekly regrouping to meet required timeframes• Inter branch transfers completed in an accurate and timely manner• All stock is to be security bleeped as required• Stock is to be processed promptly - being placed in store within a 24 hours period from the time of receipt

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		<ul style="list-style-type: none"> • Stock take is to be completed within required timeframe resulting with a minimal % of stock shrinkage
Store Management	<ul style="list-style-type: none"> • Ensure the shop is locked, free of customers and alarmed at the end of each day • Ensure all tills and floats are ready for shop transactions at Store opening and are balanced and securely locked in the safe at the end of day • Be proactive in presenting systems and procedures to improve the effectiveness of the Retail store • Maintain a high level of Store presentation and cleanliness through cleaning of store on a daily basis 	<ul style="list-style-type: none"> • There are no unexpected surprises of procedures not being followed • Store is clean and presentable at all times
Merchandising	<ul style="list-style-type: none"> • Merchandise shop sales and promotions to maximise sales opportunities and revenue • Merchandising plan to be implemented as per the merchandising non negotiable standards • Present window displays that entice customers to shop in the store 	<ul style="list-style-type: none"> • Merchandising plans to be implemented as directed and completed within required timeframe • Window displays are changed as instructed by the Visual Merchandiser and completed within required timeframe
Staff Management and Leadership	<ul style="list-style-type: none"> • Ensure the Retail Store team receives adequate training and development to ensure performance is maximised • Ensure staff have high level of presentation at all times, wearing new season product within required timeframe and reflecting Max fashion trends • Personally attend workshops and courses as requested by Regional Manager • Conduct one on one meetings with individual staff on a monthly basis, incorporating performance reviews and coaching • Team meetings held on a daily basis and recorded in store diary • Meet with Assistant Manager on a weekly basis and keep record of meeting using applicable documentation • Check and respond to store emails on a daily basis 	<ul style="list-style-type: none"> • Performance and development reviews for the team are completed in accordance with Retail policy • Team members are performing with the required skills and level of professionalism • Staff are to be well presented at all times, meeting the required presentation standards • Emails responded to in a timely manner • All record keeping is of a high standard and within required timeframes • High attendance at training sessions for staff and self

	<ul style="list-style-type: none"> Facilitate monthly (or six weekly) workshops for all team members 	
Cost Reduction / Increasing Efficiencies	<ul style="list-style-type: none"> Contribute effectively to Retail initiatives Continuously seek and achieve performance improvements that contribute to the profitability of the store Establishing effective work processes that allow staff to work "smarter" to ensure smooth running of all work areas 	<ul style="list-style-type: none"> # of agreed improvements implemented effectively % \$ saving as agreed achievement
Health & Safety	<ul style="list-style-type: none"> Adherence to Health & Safety practices and policy 	<ul style="list-style-type: none"> Nil incidences of non-compliance

PERSONAL ATTRIBUTES AND MOTIVATION

- Passionate, positive, enthusiastic
- Determined to achieve
- Open, friendly and honest
- Team player
- Prepared to go the extra mile
- Quality and customer focused
- Community conscious
- Open minded and flexible to change

SPECIALIST SKILLS, EXPERIENCE AND QUALIFICATIONS

- Min 4 years retail management experience
- Strong retail leadership, management and development
- Proven experience in setting and managing budgets and achieving targets
- Ability and successful results in driving sales to achieve results
- Proven customer service expertise
- Proven merchandising ability
- Excellent communication skills – written and verbal
- Computer literacy

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