

## **Job Description**

**Job Title:**                   **Area Manager**

**Reporting To:**               **Group Retail Operations Director**

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### **1. Job Purpose**

- To ensure the delivery of exceptional operational and commercial standards throughout stores in the Area. To ensure compliance in all areas of operational activity and drive sales and profitability through the performance and development of Store Managers, whilst managing within agreed budgets.

### **2. Key Result Areas**

- To pro-actively contribute to the formulation and direction of the retail strategy and implement projects and trials for the Area,
- To support the management of customer service activities and staff competence so as to optimise and sustain sales performance and customer satisfaction,
- To effectively manage the P&L within allocated budget in order to affect a profitable performance for the Area,
- To manage payroll budgets in line with Area sales performance,
- To ensure that all stores adhere to compliance requirements in all areas of operational activity, company policies and procedures,

- To clearly and concisely communicate business and Area objectives to managers so that they remain well informed of business activity and of their required contribution to targets,
- To achieve stock control targets in line with company guidelines to prevent financial loss,
- To liaise with the Buying and Merchandising teams regarding the supply of stock in the Area to maximise stock potential,
- To identify under performing stores and develop a business plan to address and manage issues effectively,
- To achieve successful Mystery Shop results through the development and training of managers,
- To collate and provide constructive feedback on VM standards to the business,
- To ensure that the visual presentation of all stores represents the brand image,
- To support the delivery of all marketing campaigns,
- To develop an effective network of communication across the Area to ensure shared knowledge and understanding of business activity
- To encourage managers to seek and continuously develop knowledge of competitor activity and local market conditions, with the purpose of making appropriate and innovative recommendations to drive the business forward.
- To encourage managers to identify trends and make suggestions to improve and enhance product performance to drive brand achievement,
- To recruit and ensure the full implementation of induction programmes for new store managers and monitor ongoing performance needs,
- To effectively manage the performance and development of store managers to drive and maximise the sales performance throughout the Area,

- To plan for succession in the Area through the identification of individuals with potential for development and growth,
- To ensure the achievement of PDR objectives within the Area,
- To create a positive environment that results in stable retention and a reduction of labour turnover.
- To undertake any other reasonable duties as requested by the Group Retail Operations Director.
- To identify, prioritise and pursue branch acquisition, relocation and disposal opportunities in liaison with the Group Retail Operations Director,

### **3. Critical Dimensions**

- To achieve area sales targets as directed by the Group Retail Operations Director
- To achieve area UPC targets as directed by Group Retail Operations Director
- To achieve stock loss targets as directed by the Group Retail Operations Director
- To achieve all compliance requirements with regard to, security and cash for area
- To achieve budget targets in line with Area sales performance

### **4. Key Skills, Knowledge and Experience**

- Ability to manage and develop a positive and productive management team
- Exceptional leadership skills with the ability to drive and motivate performance through effective coaching skills
- Demonstrable and strong business acumen
- Highly organised with the ability to adapt quickly to strategic change

- Self starter, who takes the initiative
- Exceptional communicator
- Ability to train and develop the skill and knowledge of direct reports
- Previous multi site area/retail management experience
- Holds a clean driving licence and is able to stay overnight as and when required