

Job Description

DEPUTY MANAGER – UK RETAIL



Job Title	Deputy Manager	Reports to	Area Manager
Department	Retail	Location	In-store
Direct Reports	None		
Job Purpose	Supporting the Store Manager to maximise store profitability by driving a culture of high-performance that focusses on providing exceptional customer service and inspirational leadership. Grow the brand locally.		
Key Responsibilities	<p>Customer</p> <ul style="list-style-type: none"> • Create a relaxed, friendly, welcoming, customer-focussed environment • Provide, and encourage team members to provide, exceptional customer service • Offer excellent product knowledge and recommendations to customers • Encourage our customers to explore our product range to help them purchase the perfect product for them • Ensure customers are offered the opportunity to taste/sample our products. • Constantly review our customer service proposition, seeking ways to improve, surprise and delight. <p>Operations</p> <ul style="list-style-type: none"> • Maintain the same high standards across day-to-day operational activities as your Store Manager • Track KPIs and take appropriate actions to ensure the team are focussed on the right areas to achieve individual and collective targets • Ensure compliance to legislation and Whittard procedures with regards to Health & Safety and Food Safety • Ensure compliance to all daily in-store procedures including cash handling, deliveries and reporting • Constantly review operational processes & procedures, seeking out and suggesting ways to improve efficiencies and effectiveness <p>People</p> <ul style="list-style-type: none"> • Support your Store Manager with interviewing and onboarding • Encourage the store team to follow development plans and provide regular feedback to your Store Manager • Ensure progression of your own development and take on responsibility for some delegated tasks with the support of your Store Manager • Support your Store Manager in dealing with day-to-day people management activities • Review employee engagement metrics, offering solutions to improve and enhance the colleague experience <p>Product</p> <ul style="list-style-type: none"> • Responsible for ensuring that you and the team, acquire and maintain excellent product knowledge • Commercially aware, you will communicate best seller and stock information to store management and feedback to head office colleagues as appropriate. • Observe your team in action, seek opportunities to celebrate success, provide on the spot feedback to colleagues on their behaviours and performance 		
KPIs	Store targets: Conversion, ATV, SPH, Data capture, Sales, Employee engagement, Labour Turnover		
Relationships	Internal: Store Manager, Store team, Retail Ops team, HRBP External: Customers		
Experience / Skills / Competencies	<ul style="list-style-type: none"> • Retail Supervisory or Management experience <ul style="list-style-type: none"> ○ Task delegation ○ Using initiative to drive sales and KPIs ○ Excellent communicator 		

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	<ul style="list-style-type: none"> ○ Organised. ○ Solution focused. ○ Commercially astute ○ Ability to delegate effectively ○ Able to lead by example, provide an exceptional customer experience ● Commitment to Continued Professional Development ● Willing to take a hands-on approach to store tasks
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Whittard Values: to be demonstrated by all



Where the job description and performance review objectives differ, the latter takes precedence

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