



Job Title	Store Manager	Reports to	Area Manager
Department	Retail	Location	In-store
Direct Reports	Deputy Manager and in-store team		
Job Purpose	To maximise store profitability by developing a culture of high-performance that focusses on providing exceptional customer service and inspirational leadership. Be a brand ambassador, growing the brand locally and thinking globally as appropriate.		
Key Responsibilities	<p>Customer – Responsibility for ensuring exceptional levels of customer service, including:</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 – Responsibility for effective day-to-day operational management of the store including:</p> <ul style="list-style-type: none"> • Monitor KPIs and take or recommend appropriate actions to ensure the team are focussed on the right areas to achieve individual and store targets • Ensure compliance to legislation and Whittard procedures with regards to Health & Safety and Food Safety • Manage resources to ensure optimum staffing levels • Ensure compliance to all in-store procedures including cash, deliveries and reporting • Build a good working relationship with centre management and other local business bodies • Constantly review operational processes & procedures, seeking out and suggesting ways to improve efficiencies and effectiveness • Provide competitor feedback to relevant department <p>People – Lead, engage and develop your team, including:</p> <ul style="list-style-type: none"> • Attract, recruit and develop the best team possible • Build long-term succession strategies, in collaboration with the Area Manager and HRBP by implementing Development Plans for yourself and the team, holding quarterly reviews and providing regular feedback • Manage your teams' sickness absence, holiday and performance • Respond to, and implement actions based on, team feedback to increase employee engagement • Observe your team in action, seek opportunities to celebrate success, provide on the spot feedback to colleagues on their behaviours and performance <p>Product</p> <ul style="list-style-type: none"> • Manage the implementation of visual merchandising in-store in line with Whittard guidelines • Implement stock management procedures • Commercially aware, you will communicate best seller and stock information to store management and feedback to head office colleagues as appropriate. • Responsible for ensuring you and your team are continually developing exceptional product knowledge 		
KPIs	Store targets: Conversion, ATV, SPH, Data capture, Sales, Employee engagement, Labour Turnover		
Relationships	<p>Internal: Store team, Retail Ops team, stores, HRBP and Payroll & Benefits Lead, Ambassadors</p> <p>External: Customers, Centre Management, neighbouring retailers, neighbouring businesses</p>		

Job Description

STORE MANAGER – UK RETAIL



Experience / Skills / Competencies	<ul style="list-style-type: none"> • Retail Management experience <ul style="list-style-type: none"> ○ Developing, leading & inspiring a high performing team ○ Responsibility for in-store operational activity ○ Using initiative to drive sales and KPIs ○ Able to provide an exceptional customer experience • Strong organisational skills • The ability to identify problems and offer appropriate solutions • Willing to lead by example and demonstrate a hands-on approach to store activities • Commitment to Continued Professional Development
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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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