

ROLE PROFILE: Assistant Manager

Department: Retail Operations

Reports to: Branch Manager

The department

The retail function is responsible for maximising sales and profit across the relevant delivery channels through the development and delivery of excellent customer service and retail operational standards.

Role Purpose

To support branch management in seeking opportunities to maximise sales turnover, profitability and market share by ensuring that we:

- Achieve the branch profit and loss budget by maximising sales and minimising costs
- Recruit, lead and develop the branch team to consistently deliver the company expectations on sales and service, operations and product
- Ensure all store standards reflect the Monsoon Accessorize brand image

1. Sales & customer service

Actions:

- Ensure an hourly deployment plan is completed daily to cover all areas of the shop floor in line with the weekly staff rotas
- Complete the daily floor walk checklist and create an action plan delegating actions appropriately
- Ensure a service assessment is completed in the branch on a weekly basis ensuring measures are in place to continually improve service
- Ensure effective training, coaching and development takes place for all individuals, and feedback is communicated in order to deliver the expected company service standards
- Effectively communicate daily and weekly sales targets and account card targets to the team taking appropriate action to improve results and ensure targets are met
- Act as a role model for the team and share best practice in all aspects of sales, service and account opening
- Respond to customer complaints effectively

Results:

- All areas of the shop floor are covered in order to deliver optimum customer service throughout the day
- Floor walk checklist and action plan is completed daily and tasks are delegated effectively
- A service assessment is completed weekly and service issues are identified with solutions put in place to improve service
- All individuals are trained and developed in order to deliver the expected company service standards
- Daily and weekly sales targets and account card targets are effectively communicated to all individuals and appropriate actions are taken in order to ensure targets are met
- The team are led by example in all aspects of sales, service and account opening
- Customer complaints are handled and resolved appropriately

2. Branch operations

Actions:

- Ensure replenishment is prioritised appropriately and effectively carried out to company guidelines
- Action faulty stock processes on a weekly basis to company guidelines
- Manage the completion of all auditable administration in line with company guidelines; promptly investigate and resolve any administration discrepancies to a satisfactory conclusion
- Ensure that deliveries are prioritised commercially and processed correctly within agreed timescales
- Ensure the stockroom layout is in line with company guidelines
- Stock transfers and recalls are actioned within agreed timeframes
- Customer/staff holds are managed in line with procedure
- Ensure team have an up to date awareness of shop floor layout, best sellers, stockroom layout and size availability
- Effectively plan, communicate and execute all sale preparations in line with company guidelines

Results:

- All replenishment carried out effectively to company guidelines
- Faulty stock is actioned on a weekly basis
- All company auditable administration completed accurately and within agreed timeframes with administration discrepancies investigated and resolved to a satisfactory conclusion and in a timely manner
- Deliveries are processed and put out commercially within the agreed timescales to maximise stock availability on the shop floor
- Stockroom maintained to company standard and guidelines
- Stock is moved to/from appropriate locations as required
- Company process for effective management of holds is followed
- All staff can easily and effectively locate stock on and off the shop floor and can prioritise their approach to deliveries/replenishment etc
- Sale prepared, communicated and launched in line with company guidelines and timeframes

3. Budget & cost control

Actions:

- Monitor weekly payroll spend; plan any necessary corrective action
- Review cash discrepancies as necessary, and investigate to a satisfactory conclusion
- Review petty cash till expenditure on a weekly basis and take appropriate action to ensure that budgets are not exceeded
- Support branch manager to ensure that all employee details are up to date on Intellinet and all relevant supporting documentation is kept in personnel files
- Support the branch manager to ensure payroll is processed on time and in accordance with the process detailed in the Intellinet Operations Manual
- Ensure graphics/display equipment and all other equipment is stored/used correctly

Results:

- Weekly/monthly/annual payroll budgets are not exceeded
- All cash discrepancies are promptly identified, investigated and resolved to a satisfactory conclusion within agreed timescales
- Till expenditure does not exceed agreed budgets
- Personnel file content meets the required standard when audited
- Timesheets are authorised meeting payment deadlines, and relevant documentation is sent to the correct department; there are low levels of employee pay errors and adjustments required each month
- Equipment is stored and used correctly reducing additional cost incurrence to the branch/company

4. Stock presentation & management

Actions:

- Maximise the sales performance of the branch by utilising all commercial reports available before making commercial decisions
- Plan and communicate the visual merchandising layout ensuring it is completed to guidelines and within agreed timescales
- Identify stock package issues, generating options and implementing solutions informing the branch manager when out of direct control
- Review retail standards on a daily basis and communicate company expectation to the team to ensure standards are maintained
- Effectively plan for and communicate all head office price changes ensuring promotions and discounts are actioned in line with company guidelines
- Manage daily replenishment, option and size checks taking appropriate action where necessary
- Prioritise the positioning and management of best selling lines and new stock
- Ensure that window schemes, visual merchandising props and internal displays are consistently maintained to company guidelines and reflect the current layout priority
- Manage the successful launch of sale

Results:

- Commercial reports are used to make appropriate and timely commercial decisions
- Visual merchandising layout is planned & communicated to the appropriate individuals and actioned in a timely manner in line with company guidelines
- Stock issues are identified with solutions generated and implemented; issues are escalated to branch manager when outside of control
- Retail standards are effectively communicated to the team and reviewed daily to maintain company standards
- All head office price changes, promotions and discounts are actioned within agreed timeframes and within company guidelines to maximise impact
- All departments have right density and optimum product availability on the shop floor to maximise visual appeal and sales potential
- New lines and best sellers are prioritised for all stock related activity
- Windows, props and displays are checked on a daily basis; standards are improved, as appropriate, to reflect the current layout priority
- Sales are successfully launched to guidelines and within agreed timeframes

5. Security and health & safety

Actions:

- Manage completion of all branch security checks and take prompt action to resolve any issues to a satisfactory conclusion escalating issues to the appropriate person when outside of own control
- Drive health & safety, maintenance and cleaning standards and take further action where required
- Ensure staff are adequately trained in appropriate aspects of security and health & safety
- Record, follow up and monitor health & safety incidents in the branch

Results:

- All security checks are completed to company guidelines and issues are identified and resolved to a satisfactory conclusion
- Health & safety checks and regular/appropriate cleaning and maintenance is up to date and evident
- Staff have adequate health & safety and security knowledge in order to complete their roles in accordance with company policies and procedures
- Health & safety incidents are documented and communicated as required by the company/law

6. People management

Actions:

- Recruit a high calibre of sales team in a timely manner and in line with the company recruitment process
- Manage team members compliance with all company standards, policies and procedures
- Plan and deliver effective staff rotas taking peak trading, holiday entitlements and absence in to consideration
- Ensure all newly recruited/promoted individuals receive a full induction in line with company guidelines
- Conduct performance reviews and appraisals to identify strengths and development needs of all individuals in line with company guidelines, format and frequency taking appropriate action
- Help and support the team to achieve and maintain the required standard of conduct and job performance following the company performance management procedures, where necessary
- Monitor the attendance levels of the team and ensure return to work interviews are conducted promptly
- Support the branch succession plan by developing individuals and recognising talent
- Ensure any appropriate communications are made available and/or escalated to the branch team

Results:

- Recruitment process is consistently followed and staff turnover is reduced
- All team members have been made aware of company standards, policies and procedures that relate to their job role, maximising compliance
- Effective rotas are produced and communicated in a timely manner with peak trade, holiday entitlement and absence considered
- All newly recruited/promoted individuals receive a full induction into Monsoon Accessorize
- Performance reviews and appraisals are conducted with the team to company guidelines to support development or below standard performance
- Performance management procedures are adhered to as necessary
- Attendance levels are managed in line company requirements, within agreed timeframes
- The branch succession plan is managed effectively supporting future progression
- All communications delivery in the correct manner and within timescales set