

Role Profile: Deputy Store Manager

<p>Role Purpose: A Sales and Service focused role, leading the team through coaching and empowerment to deliver company KPI's in line with our Vision and Values.</p>
<p>Reports to: Store Manager</p>
<p>Direct Reports: Assistant Store Managers</p>
<p>Key interfaces: The role holder will interact with customers, as well as colleagues both within and out with their department, senior managers and business leaders.</p>
<p>Key Accountabilities</p> <ul style="list-style-type: none"> • Work in partnership with Store Manager to ensure the floor meets and exceeds F&M standards and targets. • Complete Weekly trade report in partnership with the Store Manager and feedback key indicators for the week to the executive team and wider business. • Coordinate, supervise and oversee the planning, organizing, and delegating of work among team – (e.g. Daily sheets, rotas, manage breaks, monitoring and recording absence). • Coach and develop a strong sales team with a passion for delivering a sense of pleasure to all our customers. Lead by example, achieving at least 70% of your time on the sales floor coaching, mentoring and developing your team. • Complete and deliver monthly 1 to 1 reviews in line with Company Objectives, Vision and Values, using this time to set and review individual objectives. • Communicate effectively and relay all appropriate developments on the floor to team members • Demonstrate high levels of planning, organising, and time management to drive the operational execution across the department. • Oversee and ensure (alongside VM) that all visual merchandising standards are executed and adhered to in order to ensure a superior customer and brand experience. • Ensure adherence to company policies, controls and standards (e.g. due diligence, H&S, Security, Maintenance, cleanliness, cash handling, uniform etc.) • Monitor and maintain inventory, follow up on discrepancies and ensuring full stock availability to customers at all times. • Develop strong working relationships both with internal and external stakeholders to be able to influence key commercial decision. • Work with all areas of the host operational team to ensure compliance across all areas of the business <p>Key Performance Indicators:</p> <ul style="list-style-type: none"> • Continually drive trading performance: Sales V Plan, Sales V LY, utilising Productivity Reports to drive the best performance • Drive NPS & Exceptional Service Programme (Host Mystery shop criteria), maintain score above 85% - review results regularly and monitor customer service level provided by the team members offering coaching and support where needed • Profit: focussing on continually driving down our wastage and markdown numbers by working on a stockloss plan to reduce stockloss across the store to ultimately drive Margin and store Contribution. Dump SKU's, transfers, write offs, RTV's to all be managed consistently,

- Food Specific: continually strive to deliver a great compliance audit result driving Food Safety standards, Due Diligence and Hygiene in line with company standards
- Ensure Health & Safety standards are adhered to at all times
- Manage Customer Complaints and customer feedback and take action accordingly
- Monitor the success of marketing events and feedback
- Drive data capture by engaging team
- Control % of Payroll to Sales by ensuring correct cover, managing labour turnover, recruitment, ATR management, and absence management. Follow through on outcomes from MDR meeting & discussions, Performance reviews submitted on time
- Roles filled through succession planning, focussing on an Internal succession plan
- RTW's completed in a timely manner
- Seek ongoing feedback from line managers, peers and team. Feedback from senior management/regular floor walks,
- Follow through from directors meetings and people discussions, team to attend training that is available to them
- Feedback from listening groups that are held regularly, and from other areas of the business e.g. employee survey results

Role Specific Criteria (Experience/Behaviours/Technical Ability)

Key Behaviours:

- Demonstrates key leadership qualities at all times
- Lead and inspire the team to deliver the business goals on a daily basis
- Solid interpersonal and communication skills with the ability to influence outcomes at all levels.
- Ability to build and nurture relationships across all areas of the business involving the right people at the right time.
- Ability to think quickly and rationally to ever-changing situations.
- Demonstrate the desire and curiosity to become an expert within your role and the wider business.
- Conveys a positive outlook and approach, even in stressful situations. able to remain calm and find the correct solution
- Demonstrate a sense of urgency in taking action and executing tasks.
- Demonstrate high levels of planning, organising and time management to drive the operational execution across the department

People:

- Lead, motivate and inspire team to deliver against the plan
- Identify training needs and influence stakeholders to deliver
- Regularly meet with host operational and check that they are engaged
- Conduct disciplinary & appeals, RTW and performance reviews
- Complete performance reviews and career discussions for my team and ensure team member's reviews are completed.
- Manage staff; including interviewing, conducting performance reviews.
- Coach to drive performance and enable change
- Role model the company values and develop my team to create an environment where we recognise achievement

- Inspire creativity and innovation within the team in order to deliver business goals
- Seek and act on feedback to develop myself and my team

Customer Experience:

- Demonstrate a commercial mind set & outlook to stay responsive to customer needs
- Improve performance by using knowledge of customers product and competitors
- Ensure presence on the sales floor, assisting shop floor team with any queries/concerns
- Have an inspiring presence with high visibility
- Coach and develop shop floor team
- Constantly looking at ways which we can develop a long lasting relationship with our customers and exceed their expectations.
- Develop awareness of global and local issues and share with my team to drive continuous improvements and commercial growth
- Inspire and develop a commercial mind set in my immediate and wider team
- Be accountable for delivering results and give full consideration to short and medium term opportunities

Operational Standards:

- Solid interpersonal and communication skills with the ability to influence outcomes at all levels.
- Ability to build and nurture relationships across all areas of the business involving the right people at the right time.
- Ability to think quickly and rationally to ever-changing situations.
- Demonstrate the desire and curiosity to become an expert within the role and the wider business.
- Convey a positive outlook and approach, even in stressful situations. Ability to keep calm, lead by example and find the correct solution
- Demonstrate a sense of urgency in taking action and executing tasks.

Sales:

- Create and deliver an extraordinary customer experience, meeting sales & profit targets.
- Act as a role model at all times with customer experience at the top of the agenda
- Review trends in analysis of ESP results with Assistant Store Managers
- Recognise success & investigate poor results
- Respond effectively to escalated customer complaints & ensure follow up action is taken to prevent reoccurrence
- Know & understand store strengths & customer profiles
- Review trends in monthly productivity reports & results from incentives & take necessary action
- Collate & discuss trade reports with Store Managers to identify risks & opportunities alongside actions.
- Ensure a thorough brand and product knowledge.
- Demonstrate an authentic and passionate understanding of brand product and the competition
- Ensure consistently well managed stocks and displays