



## **JOB ADVERT: Retail Manager**

Vacancy Reference No: 6

### **Job Purpose (main duties include but are not limited to the following)**

The role of the Retail Store Manager is to maximise all retail sales opportunities through the Club's retail store and online sales operation. The individual will possess the skills and experience to achieve maximum profitability through a sales-focused workforce, the effective control of costs, stock management, analysing and interpreting retail data. The role also has responsibility to achieve budgeted sales and profit targets set by the Club. This is a complex role which requires a real understanding of the Club's ethos but also the experience, knowledge and skills to interpret, communicate and realise the long-term objectives

### **Principal Accountabilities:**

#### **Retail Management**

- Oversee the daily management of the retail store, online sales function and warehouse facility
- Create and maintain a team of retail staff and supervisors who are sales-focused and working together to achieve retail sales, budgets and targets.
- Daily reconciliation and banking requirements.
- Set weekly sales targets for the store and online store.
- Ensure that retail operations deliver excellent standards in customer service, merchandising, health & safety and housekeeping.
- Advise, recommend and initiate changes to improve customer service, brand awareness and retail performance.
- Appraise retail supervisors and staff on a regular basis.
- To maintain and adhere to training and development plans for all staff.
- Develop and deliver training and development programmes to ensure that high standards are met and maintained.
- To produce staff rotas and ensure busy trading periods are covered whilst keeping control of payroll budgets.
- Respond to escalated customer complaints and comments.
- Establish, develop and maintain strong relationships through on-going communication and contact with staff, senior departmental managers and external contacts.
- To monitor sickness and poor time keeping and manage as required following HR procedures.
- Performance manage staff and react quickly to continued poor performance following HR procedures.

#### **Merchandise**

- Meet with new and current retail suppliers to view product ranges.
- Select and submit to the senior management team a comprehensive range of good quality, official merchandise that offers supporters a wide selection of choice.
- Supporting the general manager to liaise with the kit managers and the Club secretary to ensure the needs of the football department, with regards to kit requirements, are met.
- Produce a merchandise catalogue and create an effective on line store to ensure maximum sales are achieved.
- In conjunction with the general manager and the marketing department, create effective eye catching and innovative marketing and promotional campaigns throughout the year to assist in achieving maximum sales.



- Create shop, point of sale stands and window displays to promote products, promotions and special events.
- Create attractive visual displays in the Club retail store and be responsible for store layout changes.

## **Stock Control**

- Maintain accurate records of all stock movement within the department, and provide reports to the finance department as and when required
- Maintain and control stock levels to ensure maximum sales and minimum price reductions and write offs.
- Carry out an accurate stock taking programme three times a year and provide results to the accounts department and auditors.
- To become competent in the stock audit procedure, stock movement procedure and weekly rolling stock checks when required, ensuring the correct procedures are followed in all cases.
- Maintain an operation whereby any stock losses are controlled to below 0.5% of turnover.

## **Reporting, Data and Analysis**

- Effectively use and develop the EPOS system in conjunction with the EPOS provider to produce a robust reporting mechanism.
- Provide the general manager with sales trends, sales analysis and charts through monthly reporting.
- Analyse and interpret sales figures, forecast future sales volumes and trends to maximise profits.
- Update the general manager on business performance, new initiatives and other pertinent issues.
- Compile an annual retail budget for sales, cost of sales and all other costs for submission to the finance department and finance director for approval.
- Through working with internal colleagues, develop the CRM system to ensure data is collected from all retail sales.

## **Candidate Requirements:**

### **Essential:**

- Strong retail sales background
- Previous management experience
- Previous experience of working to targets and budgets
- Previous experience of product selection, supplier relationships and negotiation
- Passion for customer service
- Able to work to strict deadlines
- Able to build strong internal and external customer relationships
- Excellent project, organisational and time management skills
- Strong communication skills at all levels
- Strategic thinker and decision maker
- Can work as part of a team and on their own initiative
- Good interpersonal skills
- Confident, analytical and well organized
- Good written and oral communication skills
- People management skills
- IT literate, particularly with reference to stock management systems
- Basic accounting skills
- Able to remain calm under pressure
- Experience using retail software and hardware such as EPOS systems. Working knowledge of Medoc desirable
- 5 GCSEs Grade A-C

### **Desirable**

- Previous Marketing experience
- Degree



## SHEFFIELD WEDNESDAY FC

If this role appeals to you and you would like to become part of the Sheffield Wednesday family, please send your CV to [vacancies@swfc.co.uk](mailto:vacancies@swfc.co.uk)

Submitted CVs must contain at least two references and should specify current salary and salary expectations.

Closing date: 25<sup>th</sup> May 2018