



Published Role Title	Deputy Store Manager (SYS-51617)
Store Address	105 Broad Street, READING, RG1 2AZ
Main Purpose	
Leads a team in a Clarks store, deputising in Store Manager absence when required. Motivate, guide and coordinate the work of the team in order to maximise sales and profit, delivering set targets and KPIs. Support in delivery of the day to day running of the store, whilst constantly enhancing the consumer experience through ensuring the team deliver the highest retail standards.	
Core Accountabilities	
<ul style="list-style-type: none">• Align with the store manager to lead and motivate the team to achieve targets and deliver the required consumer experience• Support the management of the sales floor during trading hours, maintaining brand and retail standards• Acts as a role model to champion an excellent consumer experience• Make recommendations to Store Manager on commercial opportunities to improve sales and take appropriate action as agreed• Support in training and communications to the team• Feed into store rota / planning• Supports the management of Health and Safety procedures in store, ensuring all team members understand their responsibilities• Regularly review own performance and maintains a personal development plan.• Follow security, cash and stock procedures to Company standards, including ensuring team members understand their responsibilities.• Compliance of all company and legal requirements, including visual merchandising guidelines, PCI, data protection, right to work, etc.• Support the implementation and delivery of key/new initiatives within store to achieve the objectives.• Takes a proactive approach to store administration processes and other tasks requested by the Store Manager	
Key Outputs / Results	
Outputs/Results: <ul style="list-style-type: none">• Consistent leadership approach, enabling store to achieve required performance standards on KPIs such as sales, multisales, conversion and consumer satisfaction• Floor control is delivered consistently, ensuring all consumers have a great brand experience• Team are capable and ready to deliver all trading periods• Team availability is matched to sales and/or footfall to ensure it matches consumer demand• All Health and Safety Training, checks and record keeping are completed on time and correctly to ensure compliance with Company Policies and relevant legislation• Maintain an up to date development plan and complete all performance review documentation before and after formal reviews and take action accordingly• All security, cash, stock and administration, checks, record keeping and training for all team members are completed on time and correctly to ensure compliance with Company Policies• All relevant compliance of Company Policies and legal requirements are achieved and trained to team members where relevant• All team members receive regular communication of Company strategy and of new initiatives and are trained on this where relevant and monitoring of implementation undertaken• All administration is completed accurately and on time	
Financial	
Indirect Sales	
Other Measures	
Indirect Conversion	

Customer satisfaction
Employee engagement
Compliance

People

Store Team Members

Key Relationships

Store Team
Retail Management Team – Area and Regional Managers

Essential Knowledge

IT proficient, able to use a range of systems to manage in-store activity
Commerciality
Communication skills

Technical Skills

Retail experience
Coaching / providing direction
Delivering or exceeding sales and targets

Successful Experience

N/A