



Published Role Title	Store Manager (SYS-51995)
Store Address	Goodenough (St Austell) Ltd T/A The Clarks Shop, 41/42 High Street, LYMINGTON, SO41 9AF
Type of Role	Perm
Hours	Full-time
Main Purpose	
<p>To lead and motivate the store team in order to maximise sales and profit, whilst constantly looking to enhance the customer experience through the highest retail standards. Act as a 'Brand Ambassador'-representing and promoting the Clarks brand in and out of store.</p>	
People Management	
<p>Creates a lively, buzzing environment so that the store is a great place to work and shop.</p> <p>Communicates to all departments what needs to be done, and the common goal to be achieved</p> <p>Recruits the best people using the company materials and processes, and manages the induction process in-store to give a consistent welcome to all new team members.</p> <p>Conducts performance reviews for immediate reports, identifies training needs and supports personal development plans.</p> <p>Manages the performance and development review process in store so that all team members have regular reviews which develop them and allow for succession planning.</p> <p>Leads the team by maintaining a presence on the sales floor during peak selling windows and demonstrating consistent and correct use of sales floor control and selling models.</p> <p>Gives instant feedback on performance on a daily basis.</p> <p>Manages Health and Safety procedures in store and makes sure everyone understands the part they play in this.</p> <p>Manages all Employee Relations issues (including underperformance issues) fairly in accordance with Company Policies and Procedures.</p> <p>Regularly reviews own performance and maintains a personal development plan.</p>	
Financial	
Full Profit and Loss accountability	
Other Measures	
Retail Balanced Scorecard (including sales, service, returns, employee engagement)	
People	
Direct/Indirect responsibility for a small team within the Concession.	
Profit / Commerciality	
<p>Analyses the P&L account and other store information to effectively manage controllable costs to minimise losses and deliver on KPIs.</p> <p>Ensures all security procedures are maintained to Company standards.</p> <p>Regularly reviews internal and external influences on the store which impact on sales and takes action to improve.</p> <p>Develops and maintains an in-depth knowledge of the retail fashion industry.</p> <p>Drives the implementation and delivery of key/new initiatives within store to achieve the objectives. Ensures the store administration processes are carried out effectively, with stocktaking targets achieved.</p> <p>Communicates effectively with Head Office and field functions regarding stock, Visual Merchandising, Human Resources</p>	

and sales to maximise store performance.

Proactively looks to improve profitability with an “own business” mentality.

Ensures the effective management of the stock flow process to maximise sales and minimise losses.

Key Relationships

Retail Management Team – Area and Regional Managers, Retail Operations Team HQ Functions – Marketing, Merchandising, Supply Chain, HR, Finance.

Essential Knowledge

Knowledge of/interest in footwear and fashion.

Technical Skills

Evidence of regular professional and self-development since leaving full-time education.

IT proficient, familiar with using a range of systems to manage in-store activity UK Driving Licence an advantage.

Flexibility (eg hours, store location) and mobility within area/region.

Successful Experience

Significant experience in retail management including leading a team, successfully delivering customer service and brand proposition, managing profit and loss.

Footwear/Fashion industry or retail experience is not essential, but is preferred.

Demonstrable track record in successfully delivering or exceeding sales and targets.

Proven track record of commercial success.

Significant leadership experience including managing direct and indirect reports, coaching, mentoring, giving feedback and developing team members.

Track record of successful planning and organisation to deliver results – including managing staffing levels, stock management.

Well-developed communication skills – able to engage a variety of audiences and communicate effectively with them.