

JOB DESCRIPTION

Job Title: Retail Manager	Current Job Holders: N/A
Department: Retail	Effective Date: ASAP
Location: Park Street Superstore/Kenilworth Road Store	Role Type: Permanent Employee

JOB PURPOSE

Manage retail activity and staffing rotas to maximise the commercial contribution of the Retail department utilising online and store sales. Drive and maintain an ethos of great customer service that is consistent with the Clubs supporter focussed approach. Manage relationships with key suppliers such as; E-commerce platform, manufacturers and delivery services. Lead, motivate and encourage the Retail team to foster a positive and proactive working environment.

RESOURCES MANAGEMENT

Management responsibility for: Retail Department

Reports to: Commercial Director

Budgetary signing limit and commercial framework: Budgets to be signed off with Commercial Director

KEY RESPONSIBILITIES

Staffing

- Create and distribute clear and accurate staffing rotas to ensure that the Park Street Store, Fulfilment Centre and Matchday Store has the necessary staffing hours at the correct time
- Ensure all training materials are up to date and clearly delivered to staff to continue development of the working environment
- Track working hours and ensure finance have correct information to process wages correctly
- Recruit and train casual staff to ensure we have a talented, dedicated and flexible casual labour pool to support retail operations.

Buying

- Work with the Commercial Director to manager and deliver all Club departments orders from Club Replica and training wear partner
- Where possible identify secondary suppliers and manage forecasting and buy of secondary lines to include but not limited to Club apparel range, casual wear plus gifts and souvenirs. Support will be provided by the Retail Supervisor and Commercial Director with this.

- Work with Club departments to ensure that all internal orders are cross charged correctly on the system with the supporting purchase order numbers.
- Manage kit and training wear deliveries ensuring that all departments have their orders
- Manage the stock of shirt numbers and letters ensuring that there are never any out of stock.

Systems

- Maintain and develop the working relationship with external 3rd party suppliers
- Create scoping documents and feasibility studies of new systems that will improve efficiency and productivity with the retail department
- Work with Club Marketing Staff to create, manage and implement retail marketing strategy into Club communications
- Accurately report figures to Commercial Director on a weekly, monthly and quarterly basis
- Attend Club Management meetings as the representative of Retail.

Staff and Training

- Ensuring that all staff members adhere to the retail uniform policy and that they are always wearing their lanyards
- Running regular training days for all staff
- Ensure that all supervisor staff are correctly trained to deliver top up training to retail employees
- Ensure that the new starter manual is correct and up to date to integrate new employees and casual staff to the retail department
- Identifying potential staff and progress talent accordingly.

Customer Service

- Ensure high customer service standards are met by all retail staff, work regularly with the Commercial Director to review best industry practice and apply to our business
- Work with staff to ensure they are maximising each customer with add on sales and up selling.

Fulfilment

- Set staff KPI's and maintain delivery time standards in line with what the business and our customer expect
- Track developments in fulfilment practices to implement best practices for our team.

Matchday

- Manage all elements of Stadium matchdays
- Set up and distribute hospitality sheets. Set targets and ensure a member of staff visits each hospitality to obtain orders
- Ensure all matchday staff have clear direction and well-defined tasks in order to run a successful matchday
- Set daily matchday tasks for all staff and ensure they are completed
- Actively look at ways to minimise queues
- Ensure matchday banking is completed in a timely manner
- Make sure shirt printing is offered to every customer buying replica shirts
- Work with staff to ensure they are maximising each customer with add on sales and up selling
- Work with colleagues to ensure matchday marketing is maximised.

Health & Safety:

Head of Department/ Line Manager requirements:

- Maintain up to date knowledge of Health & Safety legislation and ensure compliance with the Club's Health & Safety Policy and all relevant regulations
- Consider the Health & Safety implications of all operations within your area of responsibility
- Support and uphold agreed standards for Health & Safety compliance, including assisting in accident, dangerous occurrence and near miss investigations within your area of responsibility
- Direct the adherence to, and implementation of safe management systems in line with legislation and Club policy within your area of responsibility
- Carry out induction briefings to direct reports and where applicable induct any workers/volunteers/contractors/visitors etc when entering the premises
- Carry out safety briefings to all staff regarding; urgent safety information, general safety information and any changes to Club policies or procedures
- Regularly conduct and review risk assessments, safe working, and management systems
- Lead any Health & Safety training needs and ensure that all training is completed by your direct reports
- Manage and monitor the performance of subcontractors, suppliers, and partners, etc and make appropriate Health & Safety recommendations for performance improvement
- Liaise regularly with the Club's appointed Health & Safety representatives to support and maintain compliance
- Maintain records of all Health & Safety issues within your area of responsibility.

MAIN JOB REQUIREMENTS AND PERSON SPECIFICATION

Education/Qualifications/Training:

- Educated to a minimum of A-level or equivalent
- Line Manager development training
- Financial management and budget control training/ qualifications desirable, but not essential.

Specific Experience:

- Experience as an established Retail Manager or Retail Operations Manager managing a Retail Supervisor and a team of Retail Assistants
- Key holder and out of hours responsibility essential
- Experience working in retail with a fashion or lifestyle orientated brand that is customer service and sales orientated. Experience within a sporting environment is desirable but not essential
- You must have excellent written and verbal communication skills
- Be able to work under pressure and have the ability to drive sales and deliver on profit targets
- You are proficient in the use of MS Office and preferable had exposure to POS systems
- Understanding of eCommerce order fulfilment
- Some knowledge of buying and managing stock – the role will be supported with a Retail Supervisor for day-to-day assistance and have oversight from the Commercial Director.

Abilities/Skills/Knowledge:

- Flexibility when it comes to working weekends, evenings and bank holidays when necessary
 - Ability to motivate people with a 'hands on' approach, creating a supportive, fun and customer focused environment
 - A team player who is committed to delivering high standards of work
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- Passionate about helping customers find the perfect product and tailoring your approach to each customer and platform
- Enthusiasm for the brand and its Supporters
- A keen interest in delivering a seamless eCommerce experience and an understanding that every customer is equal, no matter which channel they are interacting with.

Additional Information:

- This a Full-Time role
- Applicants must be eligible to live and work in the UK

SAFEGUARDING STATEMENT

The Club is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment.

The Club has systems in place to ensure that the welfare of vulnerable groups is dealt with appropriately and sensitively. Everyone working at the Club has a duty of care to safeguard the welfare of children and young people by creating an environment that protects them from harm. Our standards of practice ensure all staff are fully aware and understand their responsibilities under safeguarding legislation and statutory guidance.

The Club ensures that all staff that have a direct responsibility for children, young people or vulnerable adults, have been subject to the most stringent of recruitment practices which include DBS and reference checks. These staff are alert to signs of abuse or maltreatment and will refer concerns to the relevant Designated Safeguarding Officers using the agreed safeguarding procedures.

EQUALITY STATEMENT

The individual must at all times, carry out their duties with due regard to the Clubs policies and procedures and in particular the Club's Equality, Diversity and Inclusion Policy.

The individual must ensure a positive commitment towards equality and diversity by treating others fairly and not committing any form of direct or indirect discrimination, victimisation, or harassment of any description and to promote positive working relationships between all internal and external stakeholders. The individual must contribute to encouraging equality and respecting diversity by embedding such values in the workplace and challenging inappropriate behaviour and processes.
