

Shop Manager Job Description

Job Title:	Shop Manager	Main Function:	To manage the store
Company:	Ocean Chandlery		effectively & efficiently
Location:	Thornham Marina, Emsworth	Reports to:	Sales Manager

Main Purpose of Job:

- To achieve and promote the highest standards of customer relations.
- To achieve sales targets and maximise net contribution.
- To achieve high standards of display and branch presentation.
- To train and develop new and established staff.
- To efficiently implement all Ocean Chandlery systems, procedures & regulations.

Qualifications/Experience Required:

Essential:

Educated to GCSE level standard
Knowledge of sailing and/or previous chandlery experience

Desirable:

Retail experience in a similar environment
Previous managerial responsibilities

Key Performance Measures:

- 1.) Regular inspection of the store by the Sales Manager or Directors
- 2.) Branch sales against target
- 3.) Stability of staff under your management
- 4.) Achievement of stock and shrinkage targets

Specific Responsibilities and Activities:

1.) Sales

- a. To ensure you and shop staff are fully educated in all product lines.
- b. To demonstrate a friendly and helpful attitude to customers.
- c. To deal effectively and politely with customer difficulties or complaints.
- d. To ensure all merchandise is priced clearly and correctly.
- e. To review the layout of the store to optimise seasonal opportunities.
- f. To ensure the shop is cleaned on a regular basis.

2.) Staff

- a. To help induct new shop staff.
- b. To train shop staff in the techniques of display and merchandising.
- c. To organise shop cover using rotas (weekends, bank holidays etc).
- d. To inform shop staff of daily and weekly activities planned.
- e. To set a good example at all times.
- f. To be approachable to shop staff at all times.
- g. To feedback to shop staff regularly regarding quality of work or with personal problems.
- h. To take action to deal with any shortfall in standards of work.

3.) Stock Control

- a. To supervise goods in and out of the branch, ensuring procedures are adhered to.
- b. To be constantly aware of stock levels and place orders where appropriate.
- c. To maintain seasonally appropriate stock levels.
- d. To identify and deal with faulty or damaged stock.
- e. To ensure goods are properly stored.
- f. To ensure satisfactory stock rotation.
- g. To ensure the stock room is maintained to a clean, tidy and safe standard.
- h. To efficiently identify and handle end-of-line/discontinued stock.

4.) Health and Safety

- a. To comply with company health and safety policy.
- b. To carry out risk assessments, ensuring risks are identified and handled appropriately.
- c. To ensure any defects to the premises are rectified if possible or reported.
- d. To ensure all entrances and exits are kept clear and free from obstruction.
- e. To ensure all staff are aware of fire precautions & procedures to be adopted in case of fire.
- f. To care for customers and other persons on the premises at the time of an emergency.
- g. To maintain the first aid facilities provided to, at least the minimum statutory level.
- h. To ensure all shop staff are informed of any changes in Health & Safety procedures.

5.) Security

- a. To ensure all branch documentation is carried out efficiently.
- b. To minimise loss as a result of damage or theft.
- c. To carry out security checks to reduce the risk of loss.
- d. To suggest operational improvements to the Sales Manager or Directors.
- e. To inspect all areas of the shop daily.
- f. To Demonstrate a working knowledge of current legal requirements relating to their job.
- g. To accept overall responsibility for security in the branch, with regard to all monies and stock in accordance with Company systems and procedures.