

Job Description

Job Title: Shop Manager
Hours: 40 hours per week
Reports to: Retail Controller
Reporting staff: All shop staff

Job Summary: Responsible for driving sales, managing the team and delivering excellent customer service. As well as managing the shop and its systems you will also be a hands on member of the team, serving customers and replenishing stocks to ensure the best possible sales environment for our customers.

Responsibilities

1. Customer Service

- To provide first class customer service to every customer, every time, and to ensure all your team are doing the same.
- To treat every customer with courtesy and respect and ensure they take priority over whatever else you are doing.

2. Product Knowledge

- To maintain a high level of product knowledge including where and how the products are made and to ensure all your team are equally competent.
- To be familiar with all products in the shop, competent in menu planning and advising customers on their specific requirements.

3. Training

- To train all your team using the current training package including customer service and product knowledge.
- To maintain and update all training records.
- To train your team in relevant areas of Health & Safety, Fire procedures, and food hygiene.
- To train your team in all relevant areas of daily shop procedures.

4. Administration Systems

- To maintain all administration systems, to follow up credits and track price changes.
- To carry out a stocktake each period and ensure the stock take is accurate and completed to time.
- To place orders on time and maintain optimum stock levels and consider seasonal changes.
- To ensure any reporting to the accounts function is on time.
- To have an understanding of the P&L report each period and to maintain a reporting system for any variances.

5. Staffing

- To maintain staff records in staff discipline, sickness and holidays.
- To hold daily team briefings.
- To recruit and train staff where needed and to maintain staff rotas and adequately cover for absence.
- To carry out appraisals and ongoing development of the team.

6. Budgets

- To be aware of shop budgets and strive to meet or beat them

7. In Store Marketing

- Hosting tasting events and local groups, both on and off site.
- Managing the process of selling and communicating to customers new products, improved products and tasters.
- Maintaining the launch pad and "A" board information.
- Responsible for the new product promotions within the shop
- Maintaining the Shop Windows and displays
- To consider and suggest new ideas for increasing sales

8. Shop Display

- To maintain point of sale, good level of fill and excellent shop standards.
- To defrost all freezers regularly to stock rotate.

9. Shop Security

- To ensure opening and closing procedures are followed and that all money is accounted for.
- To ensure any money left in the shops is safe and secure and ensure the shop is secure before leaving.

10. People

- To treat your team and everyone at COOK, and who you deal with at work, with respect and courtesy at all times.
- To keep your team motivated and as happy as possible, and to look after their wellbeing.
- To raise any concerns about individuals (in terms of happiness or wellbeing) to your Retail Controller, if you feel you need advice to help them.
- To thank your staff regularly when they have done a good job, and to try and help ensure working for COOK is as fun and rewarding for your staff as possible.
- To manage under performance issues in line with the HR guidelines and in consultation with HR and Retail Controller.

11. Health & Safety

- To follow the Health & Safety Policy and to report anything which may affect staff or customers wellbeing to Head Office immediately.
- To make sure any customers on the premises are safe and not exposed to any unnecessary danger. Any accidents must be documented and followed up in conjunction with Head Office.
- To take action to resolve, or isolate if resolution is not possible, any health and safety risk that may occur.

12. Other

- To carry out any other reasonable task requested of you by the management of COOK Trading Limited.

Key Skills/Knowledge/Experience

- Previous managerial experience
- Prior retail experience that requires a high level of customer service is essential
- Excellent interpersonal and communication skills required with the ability to build relationships with customers and members of the shop team
- Organisation and prioritisation skills
- Team management experience with the ability to recruit, train, support and supervise staff to get the best from them
- Ability to work within budgets, manage financial statements and understand profitability
- Ability to manage the stock and ordering for the shop to ensure optimum stock levels
- Basic IT Skills