

# DIRECT WINES

<b>Direct Wines Role Profile</b>	
<b>Position Title</b>	Shop Manager
<b>Reports To</b>	General Retail Operations Manager
<b>Overall Job Purpose</b>	<p>To actively lead a professional, efficient and organised team ensuring that optimum performance is maintained at all times.</p> <p>Maintain and own the communication process between the central management team and your shops team creating a well-run retail operation.</p> <p>Responsible for overseeing all training and coaching of staff ensuring that the shop is exceeding all company requirements and delivering exceptional customer service.</p> <p>Ensure that Targets are closely monitored and understood by the team whilst working with central management team to ensure that these can be met with appropriate marketing and customer contact.</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Determine what your personal and shops objectives should be working with the Retail Operations Manager.</li> <li>• Achieve your Weekly/Monthly sales targets.</li> <li>• Pro-actively manage all staffing levels, attendance, and day to day rota-management.</li> <li>• Responsible for generating a positive environment for all staff to work in and for coaching and development to flourish.</li> <li>• Actively assist the central management team to monitor the performance of the shops team, ensuring everyone is working to their potential and using all development opportunities available.</li> <li>• Awareness of the company's overall direction, mid / short and long-term, fully understanding the involvement and importance of Retail within the vision.</li> <li>• Motivate people to perform required tasks through incentives and rewards for successful work (to be agreed with the Retail Operations Manager).</li> <li>• Acts as role model when coaching in order to build a high performing team.</li> <li>• Check that required work is being performed by setting standards of performance, investigating variance and taking corrective action where required.</li> <li>• Undertake weekly team meetings with the staff to ascertain any problems or development needs.</li> <li>• Ensure that all staff are making the required number of calls to customers on a weekly basis. Identify training where necessary.</li> <li>• Influence and encourage up selling amongst your team – then analyse and monitor performance and progress.</li> </ul>

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	<ul style="list-style-type: none"><li>• Ensure that costs are monitored and kept as tight as possible.</li><li>• Ensure all communications are cascaded to your team including the Monthly plan and the Ops Planner.</li><li>• To maintain margin in line with the shops P&amp;L.</li><li>• To ensure that you and your team adhere to the administration guidelines.</li></ul>
<b>Qualifications</b>	<b>Essential</b> <ul style="list-style-type: none"><li>• Educated to GCSE Level or above</li><li>• Good IT skills: Microsoft Word, Excel, Access and Outlook</li><li>• WSET Level 3 (Preferred)</li></ul>
<b>Experience</b>	<b>Essential</b> <ul style="list-style-type: none"><li>• Retail management experience</li></ul>
<b>Personal Qualities and Skills</b>	<ul style="list-style-type: none"><li>• Excellent communication and influencing skills with staff, central operations team and customers.</li><li>• Approachable and friendly.</li><li>• Driven by targets, sales and results.</li><li>• Pro-active.</li><li>• Commercially focused.</li><li>• Ability to prioritise workloads.</li><li>• Be able to cope with authority in a business environment.</li><li>• Passion for and willingness to learn about wine.</li><li>• Takes responsibility for own actions and those of your team.</li><li>• Constantly strives for high standards and consistently achieves them.</li><li>• Ability to make an immediate and positive impact with all people you are in contact with.</li><li>• The ability to lead from the front and manage a diverse team.</li><li>• The ability to tackle difficult situations as and when they arise.</li></ul>
<b>Remuneration</b>	Competitive salary with excellent benefits package