

Laithwaites Wines Role Profile	
Position Title	Shop Assistant Manager
Reports To	Shop Manager
Overall Job Purpose	<p>To assist the manager in actively leading a professional, efficient and organised team ensuring that optimum performance is maintained at all times.</p> <p>Assist in ensuring that all team members are fully trained and are continually monitored and developed, to make certain that the shop is exceeding all company requirements and delivering exceptional customer service.</p> <p>Step up in the absence of the manager to guide the team and guarantee the processes and procedures are adhered to.</p> <p>Ensuring that the 'WOW' factor is in everything we do.</p>
Key Responsibilities	<ul style="list-style-type: none"> • Leading from the front, provide inspirational leadership and set the example for others to work by • Responsible for generating a positive environment for all staff to work in and for coaching and development to flourish • Actively assist the Manager to monitor the performance of the shops team, ensuring everyone is working to their potential and using all development opportunities available • Exceed the customers expectations by ascertaining their needs using; open questions, using their purchase history, building relationships, offering tastings from the table and actively listening. • Maximise sales revenue through up selling, premieres, clubs and sales for tasting events. • Awareness of the company's overall direction, mid / short and long-term, fully understanding the involvement and importance of Retail within the vision. • Motivate people to perform required tasks through incentives and rewards for successful work (to be agreed with the Head of Retail) • Acts as role model when coaching in order to build a high performing team. • Check that required work is being performed by setting standards of performance, investigating variance and taking corrective action where required. • Influence and encourage up selling amongst your team – then analyse and monitor performance and progress. • Achieve your Weekly/Monthly sales targets. • Ensure all communications are cascaded to your team including the

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	<p>Monthly plan and the Ops Planner.</p> <ul style="list-style-type: none">• To maintain margin in line with the shops P&L• To ensure that you and your team adhere to the administration guidelines• Manage the shopfloor ensuring that you are aware of all customers being served or awaiting assistance.
Qualifications	<p>Essential</p> <ul style="list-style-type: none">• Educated to GCSE Level or above• IT skills: Microsoft Word, Excel, Access and Outlook
Experience	<p>Essential</p> <ul style="list-style-type: none">• Retail experience, minimum 2 years• Management Experience
Personal Qualities and Skills	<ul style="list-style-type: none">• Excellent Communicative and Influencing Skills• Customer Focused• Personally Effective• Results Driven• Ability to impart information effectively• Be able to cope with authority in a business environment• Passion for and willingness to learn about wine• Self starter with an ability to attain targets and overcome all realistic objectives• Provides excellent customer service and takes responsibility for own actions and those of your team• Constantly strives for high standards and consistently achieves them.• Ability to make an immediate and positive impact with all people you are in contact with.
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