

DIRECT WINES

Direct Wines Role Profile	
Position Title	Shop Manager
Reports To	General Retail Operations Manager
Overall Job Purpose	<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>
Key Responsibilities	<ul style="list-style-type: none"> • Determine what your personal and shops objectives should be working with the Retail Operations Manager. • Achieve your Weekly/Monthly sales targets. • Pro-actively manage all staffing levels, attendance, and day to day rota-management. • Responsible for generating a positive environment for all staff to work in and for coaching and development to flourish. • 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. • 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 Retail Operations Manager). • 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. • Undertake weekly team meetings with the staff to ascertain any problems or development needs. • Ensure that all staff are making the required number of calls to customers on a weekly basis. Identify training where necessary. • Influence and encourage up selling amongst your team – then analyse and monitor performance and progress.

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	<ul style="list-style-type: none"> • Ensure that costs are monitored and kept as tight as possible. • Ensure all communications are cascaded to your team including the Monthly plan and the Ops Planner. • To maintain margin in line with the shops P&L. • To ensure that you and your team adhere to the administration guidelines.
Qualifications	Essential <ul style="list-style-type: none"> • Educated to GCSE Level or above • Good IT skills: Microsoft Word, Excel, Access and Outlook • WSET Level 3 (Preferred)
Experience	<ul style="list-style-type: none"> • Previous retail management experience is preferred but not essential.
Personal Qualities and Skills	<ul style="list-style-type: none"> • Excellent communication and influencing skills with staff, central operations team and customers. • Approachable and friendly. • Driven by targets, sales and results. • Pro-active. • Commercially focused. • Ability to prioritise workloads. • Be able to cope with authority in a business environment. • Passion for and willingness to learn about wine. • 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. • The ability to lead from the front and manage a diverse team. • The ability to tackle difficult situations as and when they arise.
Remuneration	Competitive salary with excellent benefits package
Tom Groves	March 2016