



JOB DESCRIPTION – STORE MANAGER

Job Title: Store Manager

Department: Operations

Reports To: Regional Manager

Job Overview

As the Store Manager at Trendie, you will be responsible for the strategic and operational leadership of our retail store. This role demands a dynamic individual capable of steering the store to meet and exceed sales targets, deliver exceptional customer service, and ensure seamless day-to-day operations. You will play a pivotal role in managing the store's team, overseeing inventory control, and ensuring that the store operates in accordance with Trendie's policies and standards. This role is crucial in shaping the overall customer experience and ensuring the store's profitability and growth.

Key Responsibilities

- **Daily Operations Management:** Lead and manage all aspects of the store's daily operations, including sales, customer service, merchandising, and inventory management, ensuring an optimal shopping environment.
- **Team Leadership:** Inspire, motivate, and lead the store team to achieve sales objectives and deliver a high level of customer service. Foster a positive work environment that encourages teamwork and personal development.
- **Performance Monitoring:** Regularly monitor and evaluate store performance against set targets. Develop and implement innovative strategies to enhance sales and drive profitability, including analysing sales trends and customer feedback.
- **Store Presentation:** Maintain high standards of store presentation, ensuring that the store is well-stocked, clean, and visually appealing. Implement visual merchandising guidelines to create an engaging customer experience.

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- **Customer Satisfaction:** Act as a point of escalation for customer complaints and issues. Resolve conflicts efficiently to maintain a high standard of customer satisfaction, fostering loyalty and repeat business.
- **Staff Management:** Oversee the recruitment, training, and performance management of store staff. Provide ongoing coaching, feedback, and development opportunities to build a high-performing team.
- **Budget Management:** Manage store budgets effectively, including expense control and payroll management. Work towards financial targets while maintaining operational efficiency and cost-effectiveness.
- **Compliance:** Ensure full compliance with company policies, health and safety regulations, and industry standards. Conduct regular audits and training sessions to promote a culture of safety and compliance within the store.
- **Reporting:** Prepare detailed performance reports for the Regional Manager, outlining key achievements, sales data, and areas for improvement. Use data analytics to inform decision-making and strategy development.

Qualifications and Experience

- **Education:** A bachelor's degree in business administration, Retail Management, or a related discipline is preferred.
- **Experience:** A minimum of 3 years in a retail management role or a comparable position, demonstrating a track record of driving sales and managing store operations effectively.
- **Leadership Skills:** Demonstrated ability to lead, mentor, and develop a team, with a focus on achieving operational excellence and building a customer-centric culture.
- **Retail Expertise:** Comprehensive experience in inventory management, sales analysis, customer service, and staff training.
- **Technical Proficiency:** Proficiency in retail management software and familiarity with point-of-sale (POS) systems, alongside strong competency in using Microsoft Office Suite.

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Skills and Competencies

- **Communication:** Exceptional communication and interpersonal skills, with the ability to effectively engage with both team members and customers.
- **Problem-Solving:** Advanced problem-solving and decision-making abilities, capable of addressing complex issues and implementing effective solutions in a fast-paced retail environment.
- **Task Management:** Proven capability to multitask and prioritise tasks effectively, ensuring that key objectives are met within set deadlines.
- **Organisational Skills:** Excellent organisational and time management skills to oversee store operations and ensure all processes run efficiently.
- **Technical Skills:** Strong proficiency in retail management systems, data analysis tools, and Microsoft Office Suite.

Working Conditions

This is a full-time role that may require flexibility in working hours, including evenings, weekends, and public holidays. As the Store Manager, you will be expected to lead by example, demonstrating a strong work ethic and commitment to achieving the store's objectives while maintaining a customer-focused environment.

Key Performance Indicators (KPIs)

- **Sales Success:** Attain and exceed sales and profitability targets, contributing to the overall financial health of the store.
- **Customer Satisfaction:** Maintain and enhance customer satisfaction levels through exceptional service and effective complaint resolution.
- **Inventory Management:** Ensure accurate inventory control and effective stock management to minimise shrinkage and stockouts.
- **Team Development:** Drive team performance by fostering a culture of continuous learning and professional development.
- **Compliance:** Ensure strict adherence to company policies, health and safety regulations, and industry standards.



Trendie

Company Values and Culture

At Trendie, we are committed to customer satisfaction, operational excellence, and teamwork. As a Store Manager, you will play a crucial role in upholding these values, contributing to a high-quality shopping experience for our customers and fostering a positive, inclusive store culture.

Career Path

This role offers significant opportunities for career advancement within the organisation. Store Managers who demonstrate exceptional performance and leadership capabilities can progress to senior roles such as Senior Store Manager, Regional Manager, or Director of Retail Operations. There is also potential to specialise in areas such as sales management, customer experience, or retail strategy, contributing to the broader success of Trendie.

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