



# H O R S E L A N D

## JOB DESCRIPTION

<b>Date written/revised: December 2020</b>	<b>HR:</b>
<b>Department: Group</b>	<b>Reports to: Jen Best</b>
<b>Job Title: Horseland Store Manager</b>	

**Position Summary:** The Store Manager will provide full operational management and leadership of the store environment in line with the company vision and goals. The role is responsible for ensuring sales and profit maximization through careful planning and financial control. An inspirational leader and role model to those working under them, the Store Manager utilizes considered employee coordination and motivation in attaining the highest degree of customer satisfaction.

The Store Manager will:

- Lead and manage the stores overall financial performance, ensuring that all budgeted expectations are met or exceeded
- Strategically plan for ongoing success and growth in all key aspects of the business
- Demonstrate and promote a strong customer focus both in store and through developing meaningful ongoing relationships within the local Equestrian Community
- Create, lead and inspire high performing teams, proactively identifying opportunities and executing initiatives to promote strong customer relationships and drive profitable growth

### Key Outcomes:

#### **Be obsessed with offering an outstanding customer experience**

- Sales and service guidelines are implemented and consistently applied by all staff
- Customer queries and complaints are dealt with in a prompt professional manner within the agreed timeframes
- Seek, develop and foster strong relationships within the Equestrian Community through mutually beneficial sponsorships and hands on involvement with riding clubs, schools and organizations
- Customer database to be maintained and updated in store for the purposes of marketing, with a minimum of 80% attachment of customer email and mobile telephone details
- Ensure store presentation and merchandising is consistent in store with Our Brands First approach
- Ensure cleanliness standards are met in store with a weekly & Monthly roster checklist adhered to
- Drive social engagement through weekly post schedule following insights and targets

#### **Operations/Planning to deliver exceptional retailing**

- Ensure all relevant reporting is completed accurately and communicated within the required timeframes, including weekly store/sales report, payroll timesheets etc.
- All Company policies and procedures are enforced and followed at all times
- Stock levels are within Company guidelines, meet current and seasonal mix requirements and is appropriately merchandised for sale
- Promotions, catalogues and events are planned and executed within Company guidelines and to the appropriate standard
- Appropriate allocation of duties and responsibilities are applied so that the store operates effectively in any absence of the Store Manager

#### **Sales & Financial Management**

- Store and individual sales, margin and profit budgets are met or exceeded
- Drive & Deliver the Key Measures of Success – Average Sale, IPT, sales & traffic
- Always drive our brands first with targeted Weatherbeeta % of stock and sales met or exceeded
- Manage Wages and all other relevant expense budgets
- Appropriately communicate all budgets KPI's and sales targets to staff and monitor individual performance
- Manage inventory security and accuracy in line with all Company procedures
- Manage aged stock to company budgets



# HORSELAND

## **Team management**

- Effective rostering to ensure appropriate coverage and customer service levels within budgeted guidelines
- Direct and manage recruitment, induction and performance management of store team in line with the company culture
- Identify staff training and development needs, and conduct regular and ongoing monthly training sessions/ staff meetings
- Completion and follow up of ongoing appraisal and development plans within the required timeframes
- Ensure a safe working environment is maintained and that the appropriate safety regulations and policies are complied with in store

## **Education/Experience:**

- Experience in building, developing and leading strong retail teams
- Understanding of point of sale, cash and stock management systems as well as financial reporting
- Strong merchandising and stock management capabilities
- Ability to set clear priorities, delegate, and execute business expectations
- Utilize strong organization and problem-solving skills to support and enable sound decision making
- Computer and Microsoft Office applications experience and proficiency (e.g. Excel, Word, Power Point)
- Strong interest, knowledge of and involvement with horses and the equestrian community

## **Skills/Knowledge/Competencies (Behaviors):**

- Hands on approach, passionately leads by example and sets the standard
- Strong customer service focus that exceeds expectations – Manager is to be the number one sales person and lead by example
- Excellent communication skills with the ability to develop strong relationships and work collaboratively with people at all levels of the business and the local community
- Strong commercial mindset, motivated by exceeding targets
- Analytical and reporting skills
- Planning and organization skills
- Lead with a strong result driven mindset
- Commitment to recruiting and retaining a diverse team, driving a strong culture through the professional development of staff

Travel Expectations: As required to meet the needs of the position.