

JOB DESCRIPTION

SENIOR SALES / ASSISTANT MANAGER

REPORTING TO: STORE MANAGER

DEPARTMENT: RETAIL

HOURS: VARIOUS

PURPOSE OF THE ROLE

To assist the Store Manager in driving consistent improvement to the store's sales, KPIs and all other areas of measured success. To help recruit, retain, motivate and develop the team to drive the success of the store. To maintain exceptional visual merchandising standards throughout the store and create a shopping experience that delights our customers every time.

RESPONSIBILITIES

- Support and coach the store team in product knowledge to ensure the customer receives the best advice
- Support the Store Manager in store initiatives to drive sales
- Recommend considered changes to maximise the stores potential, working with the Store Manager to create the store's business plan
- Work with the Store Manager to ensure your team are trained adequately to carry out till functions and cash handling procedures
- Ensure store standards are maintained and floor layout meets Company guidelines
- Develop a clear and effective communication style with your line manager ensuring key information is passed on
- Deputise in the absence of the Store Manager in all functions of their role

KEY PERFORMANCE INDICATORS

- Sales Growth
- Average Transaction Value
- Data Capture
- Units per transaction

KEY SKILLS AND EXPERIENCE

Essential

- Customer service focused
- Sales and target driven
- Visual merchandising skills
- Commercial awareness
- Good communication skills

Desirable

- Good IT skills
- Experience of working in a luxury fashion brand

I have read, understood and agree with the responsibilities of this position

Signed Date Name