



Retail Manager Job Description

Job Title: Retail Manager	My Line Manager: Commercial Manager
Department and Team: Enterprise – Commercial - Retail	
Who I Line Manage: Retail Team Leader/s and Assistants	Date last reviewed: October 2024
Overview of my role's purpose: To be responsible for developing and delivering an exceptional retail experience at Ocombe Farm. Maximise opportunities to promote the retail services across the entire Ocombe site and work with colleagues in the catering department and visitor attraction to ensure that the customer experience is strong and consistent. The role will include responsibility for the day to day running of the shop space including all matters related to stock procurement and management, staff training, compliance and health and safety matters.	

Key duties and outcomes of my role:

- Create short and medium-term plans to develop the retail offer at Ocombe Farm.
- Maximise profitability and ensure the product range matches the needs of the customer.
- Manage the day to day running of the retail operations.
- Hold a high level of product knowledge to support our customers in making informed purchases.
- Take responsibility for ordering and stocking the deli counter and looking for new products and suppliers which would work well in the farm shop.
- Provide direction to the team of retail staff and be responsible for all day to day staffing matters.
- Ensure the deli counter maintains a high level of cleanliness at all times as directed by EHO, holding an awareness of safety hazards as you work. Work closely with the catering team to align practices and processes.
- Support the Commercial Manager in setting sales budgets, KPI's, targets and business plan.
- Analyse financial performance in line with Profit and Loss report and report back to the Commercial Manager.
- Ensure the retail space achieves specified business plan objectives.
- Handle customer queries and requests in a professional manner.
- Maintain high standards of merchandise presentation and cleanliness, to include all allocated sections and displays.
- Liaise with suppliers to purchase and maintain adequate stock and ensure that goods received are as ordered and terms agreed, to check and balance supplier's invoices before submitting for payment authorisation.
- Work with the Retail Team Leader/s in assuring that stock levels are managed, security maintained and stock distribution is efficient.
- Work a flexible rota, considering the nature of the business and the requirement to operate with adequate competent staff at all times within agreed budget.
- Have a good working knowledge of the EPOS till system.
- Communicate efficiently, effectively train and motivate staff under direct control.
- Train, co-ordinate and motivate the retail team to maintain agreed standards, work within agreed systems and maintain accurate records. Where relevant and proportional to their role, in the Foundation Food Hygiene Certificate, Health and Safety and COSHH.

- Have responsibility for cash handling and stock security, also to be responsible for cashing up at the end of the day on a rota basis in agreement with other key staff.
- Demonstrate awareness of security issues and possess good profit protection skills. Ensure that security and any organisational procedures are carried out at all times.
- Maintain accurate financial and HR records.
- Be a key holder.
- Ensure that all equipment is kept in good working order and that maintenance contracts are kept up to date and changed when necessary.
- Regularly review practices & procedures to develop ongoing best practise, ensuring that all team members are trained and motivated to adopt them.
- Be responsible for the completion of all food hygiene and registration related paperwork to keep open channels of communication with the local Environmental Health Officer.
- Be a Personal Licence holder and Designated Premises Supervisor (if required) and uphold all licensing objectives and conditions.
- Act as a Duty Manager for Occombe Farm.

Key duties and outcomes of all roles:

- Supervise health and safety requirements and ensure team members follow the company's safe systems of work and other relevant policies and procedures.
- Provide a positive visitor experience to all visitors.
- Use all internal communications platforms to keep up to date with TCCT news.
- Carry out additional relevant duties as required by the Commercial Manager and any member of the SLT.

Key duties and outcomes of all line managers:

- Recruiting and induction of all team members (staff and volunteers)
- Ensure team members have completed the training required for their role including:
 - Priority Health & Safety training on their first day
 - Compliance training
 - People Services induction
- Coaching and developing team members to build team resilience
- Provide regular, balanced feedback to help team members improve
- Be accountable for the performance outputs of each employee, dealing with performance and conduct issues in a timely manner
- Conduct quarterly check-ins and meetings with team members
- Support team members with problem solving and decision making
- Empower team members to be autonomous in their roles
- Communicate with team members to allow them to have all the information they need
- Ensuring team members understand the Trust, Department and Team goals and their role in achieving these, according to the business plan
- Budget forecasting, development and control
- Demonstrate enthusiasm and provide an environment where motivation is maintained
- Develop and encourage a positive, growth-centred team culture, promoting and reflecting equal opportunities
- Support team members wellbeing
- Maintain a safe working environment (physically and emotionally)
- Recognise and celebrate achievements, hard work
- Process rotas, holidays etc.

- Keep the Commercial Manager informed of any performance or operational issues within the team/department

What I need for my role:

Area	Essential	Desirable
Qualifications	Level 2 Food Safety Personal Licence Basic numeracy and literacy NVQ level 3 or equivalent or proven track record	Level 3 Food Safety NVQ3 (Supervisory) IOSH Managing Safely First Aid at Work
Relevant experience	Deli experience. 3 years retail experience in a manager position, demonstrating a high level of customer service skills, good operational standards, and performing well in a team structure.	5 years Supervisor experience in a similar commercial space
Skills and abilities	Excellent communication and organisational skills. Experience of working to deadlines in a fast paced working environment. Excellent customer service skills	Previous Merchandising skills