

JOB DESCRIPTION

OFF LICENCE/CONVENIENCE MANAGER

- Responsible for:** Trainee Managers, Assistant Managers, Sales Assistants and any other staff under your supervision.
- Responsible to:** Operations Manager, Area Manager & On-Call Manager
- Main purpose of job:** To deliver, promote and implement behaviours and actions to provide excellent customer service. To implement all necessary processes and procedures to achieve high performance standards in your Store. To implement all necessary processes and procedures to maximise both staff and store performance to increase the profitability of your Store. Make full use of all resources to maximise the effectiveness and efficiency of your Store. To manage your staff and ensure their adherence of all Company Policies & Procedures. To plan, review and implement both short and long-term strategies to further develop the growth and development of WineFlair (Belfast) Ltd.

Tasks/duties involved:

Customer Service

- To ensure all staff offer a friendly and efficient Customer Service in Store, implementing all Company Policies, Procedures and Guidelines to ensure excellent service and experience for the Customer.
- To ensure Customers are served as quickly and efficiently as possible by planning staffing levels for busy periods, promotions, activities in the area etc. and anticipating customer flows.
- To maximise the needs, requests and demands of your Customers wherever possible, by ensuring your Store has the correct stock and quantities as required.
- To respond and manage any customer queries or complaints as quickly and effectively as possible. Ensure all documentation is completed as required and escalate to the appropriate Head Office Personnel.
- To continuously expand the Product Knowledge of yourself and your team and ensure this knowledge is used to maximise sales and where appropriate share with Customers.
- To maximise and develop the Store layout plans ensuring appearance of the shop meets with company guidelines, marketing and promotional plans and is appealing to customers.
- To always appear well presented and professional in appearance and manner at all times. Where a Company uniform is provided, including Challenge 21 Badge, it must be worn in accordance with Company Policy. If uniform not provided to dress

appropriately – no denims, football or sport tops and safe footwear – no flip flops, high heels or trainers.

- Ensure that all staff are trained in excellent Customer Service Skills and adhere to Good Practices.

Staffing and Training

- To manage, operate and staff your Store within the Operational Budgeted Hours set for the Store, to minimise overheads, costs and work using all the resources available and your experience to achieve Targets and Profit Margins.
- Draw up, monitor and maintain Rota's to ensure the necessary staffing levels to maximise customer flow patterns and where necessary or not required reduce staffing levels to 'single manning'
- Ensure yourself and all your staff are adequately trained and knowledgeable of all WineFlair's Policies and Procedures and able to work unaccompanied using their own initiative.
- Ensure that the Store is open for business throughout the prescribed opening hours, plan staff rotas and holidays to ensure there is always the necessary level of staff.
- Make all necessary changes to staffing levels/cover to deal with staff absence and/or sickness.
- Maintain adequate staffing levels for your store and assist in the recruitment and selection of replacement staff as necessary.
- To ensure staff receive any necessary new training or refresher training required to do their job and that they attend all training courses scheduled where required.
- To be fully familiar with all routine operational tasks performed by staff at the store e.g. till operation, cash handling procedures, replenishment of stock, line counts, re-labelling etc.
- To manage staff performance through clear communication of expected Wineflair standards and providing feedback on individual performance and progress while employed at WineFlair.
- Manage poor and/or unsatisfactory staff performance using tools and support available – performance review, performance improvement plans, retraining and if necessary escalate to H.R. for disciplinary action.
- Encourage teamwork to support the achievement of business objectives. Discuss store performance and sales achievements regularly with staff and encourage them to contribute ideas and suggestions for improvements.
- Set up effective communication means/channels so that you can communicate all company information to all staff employed at your store. Encourage good communications between staff members at all times.
- Be aware of and adhere to WineFlair's Policies concerning Harassment, Equal Opportunities, Sickness, Absence, Holiday Entitlement, Performance Management, Disciplinary and Grievance Procedures as necessary in accordance with Company.
- Lead by example, setting and adhere to standards of conduct and performance expected of your position and ensure that all staff do the same.

Merchandising & Deliveries

- Ensure that all new stock on promotion is placed on shop floor/shelves/stands as per the Floor Plan

- Ensure stock from previous promotions are removed from prime store locations and any excess stock stored in back store area.
- Ensure all POS (Posters, A4, Barkers etc.) are put up in Store windows, fridges, floor displays etc.
- Ensure daily 'Batch Maintenance' is completed and that all Labelling is current, updated and at the correct pricing.
- Ensure all deliveries are checked and correctly ticked off before signing acceptance for any goods from all Suppliers.
- Take in and check off all deliveries and ensure shop front is stocked out fully before moving any excess stock into back store area.

Administration and Accounting

- To adhere to the Company's Cash Handling / Banking Policies and Procedures at all times.
- To complete all Store paperwork and accounts accurately and promptly for submission to Wineflair Head Office as specified.
- To calculate and reconcile all Cash Handling processes (e.g. till declarations, credit/debit card terminal and tills, lottery terminal, voids, refunds, banking variances etc.) in line with company procedures.
- To manage, record and reconcile all Banking processes (till floats, petty cash, lodgements etc.) in line with company procedures.
- Ensure all staff are made accountable and reimburse all shortages (till, stock, cash, forgeries etc.) and that these are paid back.
- To investigate and identify reasons for all/any Cash and/or Stock Shortages within your Store and the staff concerned. Escalate issues/concerns to Security Manager and where appropriate take the necessary steps to prevent repetition through training or assist in any disciplinary action if necessary.
- To adhere to the Company's Stock Holding, Ordering, Receipting and Movement Policies and Procedures at all times.
- To process Stock Orders in line with company policy and instructions to maintain product stocks to levels which reflect demand.
- To process all Goods Received through Infinity System as per company policy and ensure all documentation/paperwork is kept secure and returned to Head Office.
- To adhere to Company's Delivery /Goods Received processes at all times and where necessary contact External Suppliers with regards to delivery shortages/damages to seek reimbursement and advise Operations/Area Manager of such issues.
- To conduct Line Counts as per company policy and ensure findings/variances are checked and correct before forwarded to Head Office as instructed.
- To assist with stocktaking as and when required, ensuring your Store is stock take ready in line of Stock Take Preparation Guidelines. As requested ensure adequate staff are available for stock take.

Sales and Marketing

- Help develop and increase sales of all products wherever possible, by means of promoting customer loyalty and encouragement of new business.
- Merchandise your Store and the products in an accurate and appealing way to capture the attention of customers and to achieve increased sales.

- Ensure all staff and customers are aware of in store promotions and/or special offers through appropriate and full use of all approved promotional material.
- Ensure all promotions/special offers are advertised correctly (correct labels, bakers, promotions, posters etc.) on the correct dates and sufficient stock is available in your store to meet the potential increased demand for promotional goods.
- Ensure that no advertising posters/promotional material other than those authorised by WineFlair are displayed, and that all material is clean, properly displayed and up to date.
- Ensure shelves, floors, windows and fridges are clean, properly stocked and front facing.
- Ensure a weekly Cleaning Rota is drawn up and implemented to assist with keeping the store clean and at WineFlair's required standards.
- Ensure that stock rotation checks are carried out on a weekly basis to minimise out of date, damaged and stock losses.
- Ensure all short-dated stock is identified and discussed with your Operations Manager and a plan put in place to transfer or reduce price in order to minimise stock losses.
- To monitor the product ranking of stock in your store and discuss elimination of goods with weak sales performance with Marketing Manager.
- To be aware of new products and seasonal stock and introduce as appropriate through consultation with Marketing Manager.
- To be aware of any trends or developments in the marketplace and forward any suggestions concerning new or current stock to your Operations Manager and Marketing Manager.
- Be aware of any events, activities or competitor developments in your area that may affect your store (positive and/or negative) and discuss their impact with your Operations Manager.
- Maintain an awareness of local competitor activity, pricing and promotions, informing your Operations Manager and Marketing Manager of any changes or new developments.

Availability

- To attend meetings and management development/training programmes as required by Head Office.
- To perform key holding duties as and when required by Head Office and/or Alarm Company (part of your role – no call out fee)
- To work alternative Friday and/or Saturday Evening Shifts in conjunction with other store management members.
- To be flexible in availability to cover absenteeism and work extra hours if and when required to ensure adequate staffing levels in the Store at all times.
- To be flexible as regards to location of work and willing to assist in other WineFlair stores as and when required.

Health and Safety & Legislation

- To understand and abide by WineFlair's Health and Safety at Work policy, ensuring that all Company Policies, Procedures and Guidelines are implemented by all staff.

- Ensure that a pro-active approach is adopted in the Store in relation to personal and store safety.
- Ensure all staff know of and use all the safety equipment and measures provided by WineFlair for personal and store safety.
- Record and report all Incidents and Accidents on the relevant documentation, alert the appropriate Head Office personnel and return paperwork to the Head Office.
- Observe the highest standard of personal hygiene whilst on duty, comply with all Company and Health and Safety requirements.
- To understand the importance placed on Store cleanliness and appearance, ensuring all areas of the premises (including store floor areas, staff areas, stockrooms, yards and shop fronts) are kept neat, tidy and clean.
- Implement and monitor all necessary Cleaning Rota/Schedules to comply with Company requirements.
- To conduct all Quarterly and Annual Risk Assessments / Inspections of the premises monitoring the physical condition of the premises and activities carried out at the store. (This includes controlling exposure to hazardous substances as defined by COSHH regulations). Any hazardous conditions or action required must be reported to the Health & Safety Manager.
- Adhere to and ensure compliance with all Food Hygiene Legislation and Regulations.
- Understand, implement and ensure compliance by all staff new and existing to the Licensing Legislation & Company Challenge 21 Policy.
- Understand, implement and ensure compliance with all 'Age Restricted' Legislation including Alcohol, Tobacco, Lighters, Fuels and Solvents etc.
- Ensure that the correct Manual Handling procedures are adhered to at all times, including when taking in deliveries, replenishing stock, stock taking etc.
- Ensure the First Aid Box on site is maintained and replenished and that all staff have knowledge of its location.
- Record all injuries and accidents (minor or major) in the Store Accident Book, alert the relevant Head Office Personnel and ensure a copy of an Accident Form is completed and returned to Health & Safety Manager.
- Familiarise yourself and any member of staff working in your Store of the location and use of all fire extinguishers and emergency/fire evacuation procedures.
- To ensure compliance with all Food Hygiene laws and regulations through implementing HACCP guidelines on identifying, controlling and monitoring possible hazards.
- To ensure that the correct manual handling procedures are adhered by yourself and all staff at all times, including when receiving orders and replenishing stock.
- To maintain and replenish the Site First Aid Box and record all usage.

Security

- Ensure WineFlair's property and equipment are safeguarded at all times, monitoring any suspicious circumstances or potential security risk.
- Report and/or escalate any concerns or potential security risks to the On Call Manager immediately and Security Manager.
- Complete an Accident and/or Incident Form detailing any damage to property or persons, or loss of goods or stock and return to Security Manager.

- Familiarise yourself with the use of the CCTV Surveillance Equipment, Store Security Alarm System and Safes.
- Always maintain professional confidentiality at all times and do not disclose any company information or material, confidential or otherwise to any unauthorised person internally or externally without prior permission from the Operations Manager.

Any other duties relating to the position, as may be deemed necessary by the management.