

ROLE PROFILE

| Shops Manager | |
|---|----------------|
| Reporting to: | Head of Retail |
| Role purpose: To lead a team to deliver a happy and efficient shopping experience for our owners and holidaymakers | |
| Responsibilities <ul style="list-style-type: none"> • Role model the company values and behaviours at all times: Hospitality, Passion, Trustworthiness, Excellence, Stewardship, Kindness • Lead and motivate a team to increase sales and ensure efficiency • Manage stock levels and make key decisions about stock control • Analyse sales figures and forecast future sales • Analyse and interpret trends to facilitate planning • Work with Head of Retail to record sales figures, analyse data and forward plan • Ensure standards for quality, customer service and health and safety are met • Resolve health and safety, legal and security issues • Respond to customer complaints and comments, where team member is unable • Organise special promotions, displays and events • Update colleagues on business performance, new initiatives and other pertinent issues • Walk the floor and take a 'hands-on' approach, talking to team members, owners and holidaymakers, identifying or resolving urgent issues • Take the till service as and when required • Maintain awareness of market trends in the retail industry, understanding forthcoming initiatives and monitoring what competitors are doing • Make sure shop is laid-out in an appealing and sales-friendly way and is refreshed at regular intervals to keep regular owners engaged and to promote new lines • Overall responsibility for compliance with UK alcohol, tobacco and medicine laws | |

| Progression in role: | Training for role |
|--|--|
| Entry <ul style="list-style-type: none"> • Good spoken and written English • Personable • Strong interpersonal skills • 1+ year as retail manager • Able to work weekends and unsociable hours • Computer literate • Outgoing personality • Organised | Company orientation and induction General health and safety Fire safety Manual Handling GDPR Food hygiene level 1 Food allergens Selected S.E.T. modules Cove Leader |
| Competent – three months <ul style="list-style-type: none"> • Team performance meets expectations | Diversity and Inclusion Selected S.E.T. modules |

| | |
|---|--|
| <ul style="list-style-type: none"> • All the team has good product knowledge and location within the shop • Team presents a positive and friendly welcome to owners and holidaymakers at all times • Shelves are well-stocked, clean and well-presented • Encourages team to actively promote products and incremental sales • Organised and calm during busy service times • Communicates with team members to ensure stock is in date, ordered and available • Has extensive knowledge of the park and its services • Works with Head of Retail to procure new stock ideas • Manages shop budget effectively | <p>Budgets Performance management Disciplinary</p> |
| <p>Advancing</p> <ul style="list-style-type: none"> • Empowers team members to resolve any complaints • Has trained and empowered at least one team member to deputise • Promotes the shop locally as well as to the park team • | <p>Selected S.E.T. modules Coaching and mentoring</p> |
| <p>Excellence</p> <ul style="list-style-type: none"> • Actively trains and coaches new team members • Contribute ideas and suggestions, in order to achieve improvements in all aspects of the shop's performance • | |
| <p>Key measures</p> <p>Holidaymaker survey: accommodation/ service/ holiday overall/ NPS Owner survey Team survey Retail sales Complaint ratio</p> | |