

Retail Store Manager



Retail Store Managers ensure not only the day-to-day smooth running of the businesses they manage, but also the long-term financial success of the business. Operating within a busy, dynamic environment across the shop floor and admin, the role of a retail store manager encompasses a diverse array of duties.

These include, but are not limited to:

- Maximising profitability and meeting sales targets, including motivating staff to do so
- Ensuring the achievement of financial objectives and company KPIs
- Ensuring compliance with health and safety legislation
- Placing orders with warehouse
- Preparing promotional materials and displays
- Interviewing and recruiting new staff
- Promoting and marketing the business
- Liaising with head office
- Completing operational store requirements such as assigning staff specific duties and projects
- Training and motivating staff
- Organising rosters, staff availability and holidays
- Overseeing stock transfers and receiving orders
- Overseeing pricing and stock control
- Dealing with customer service issues such as complaints and queries
- The preparation of promotional materials and displays

Key Skills

- Building rapport with customers and furthering sales
- Enthusiasm
- Excellent IT skills and Numerical skills
- Verbal communication skills
- Teamworking skills
- Organisational skills
- Resourcefulness
- Confidence
- Commercial awareness

Working as a Retail Store Manager – What Personal Attributes are Required

Successful retail store managers are well rounded individuals, who possess a wide range of be proficient in dealing with business finance and budgets. As they are responsible for managing staff, leadership qualities such as patience, understanding, the ability to delegate, and confidence are a must. Furthermore, strong interpersonal communication skills, as well as high levels of customer service capabilities are also needed when dealing with customer issues and queries. In order to ensure the success of the business they are managing; retail managers are also required to have a degree of commercial awareness.

Hours of Work

Retail store managers are engaged to work a minimum 76-hour fortnight on an agreed roster. Additional hours are expected with this position during peak trade conditions and leave cannot be taken during those times.

Remuneration

Wages and salaries are maintained in line with the relevant skills and designated employment level within the General Retail Industry Award 2010.