

Position	General Manager Retail		
Reports to	Managing Director (MD)		
Company	Coupland's Bakeries Ltd	Date:	September 2019
Location	140 Carmen Rd, Hei Hei, Christchurch		

Purpose
To develop the retail operations strategy and ensure the efficient performance management of all aspects of the national retail operations of Coupland's Bakeries Ltd through the optimisation of resources and by providing engaging leadership to the Regional Managers, retail staff and support staff, while ensuring the retail shops achieve income and profit targets

Main Responsibilities	Detail of responsibilities:
Health & Safety	<ul style="list-style-type: none"> • Demonstrate a personal commitment to Health and Safety and follow all Safe Work Behaviours • Keep up-to-date with information on changes to your health and safety responsibilities. • Engage in regular conversation with your team leader/manager with regards to health and safety. • Actively contribute to improving health and safety at Coupland's Bakeries. • Apply and follow all Health & Safety Policies and Safety Management Systems
Retail Performance	<p>The General Manager Retail will be responsible for managing the performance nationally of the Retail Stores, Regional Managers and Retail Staff</p> <ul style="list-style-type: none"> • Grow sales profit and motivate staff to achieve this same goal • Develop and grow a customer focused commercial operation • Ensure awareness and account for competition, retail sector trends and current trading opportunities • Develop, implement, review and monitor the retail operating plan and budget • Maintain, seek, utilise and analyse management information including EPOS (electronic point of sale) data to manage performance, seize opportunities and make informed management decisions, taking appropriate remedial action as required to reach and maintain retail budgeted sales and net income contributions and develop and drive the business • Support the implementation of new IT systems. Utilising and using appropriate software, such as Infiinity POS • Ensure all shops are efficiently and effectively managed, visiting them regularly and monitoring their compliance with policy, procedure and standards

Main Responsibilities	Detail of responsibilities:
<p>Procedures</p>	<p>The General Manager Retail will be responsible for establishing, monitoring and managing national retail operational procedures</p> <ul style="list-style-type: none"> • Collate information and other statistical reports on shops' progress or action planning as required, ensuring timely and accurate reporting of all aspects of administration, following up issues of discrepancies as required • Instigate and implement new policies and working practices in conjunction with the Managing Director and undertake responsibility for ad hoc initiatives, as and where appropriate • Ensure policies, procedures, guidelines and legislation comply with best practice principles • Ensure the safety and security of people, stock, cash and property, implementing effective administration, EPOS, procedures and security systems throughout the shops • Responsible for the accurate completion and sign off of all staff records in conjunction with HR
<p>Product Management</p>	<p>The General Manager Retail will be responsible for constantly delivering high end retail product nationally</p> <ul style="list-style-type: none"> • Develop a corporate policy driving display, merchandising, pricing and grading consistency • Monitor stock in each shop, ensuring there are adequate supplies • Identify methods of stock generation in conjunction with the Shop Manager and respond to stock concerns where relevant • Maintain an awareness of the organisation's priorities and promote to the retail management and shop staff
<p>Leadership & HR</p>	<p>The General Manager Retail will provide leadership to the retail team and oversee the day to day management of retail stores ensuring they meet operational performance requirements and profitability targets. They will be responsible for leading the Regional Managers to provide management that supports and inspires staff to achieve their performance requirements in a positive, innovative, efficient and safe environment</p> <ul style="list-style-type: none"> • Manage recruitment, selection and training of new employees in conjunction with HR and Regional Managers • Ensure the effective management of all retail staff and ensure there are adequate staffing levels through the retail business • Provide support and development opportunities to staff to develop their skills in the role and achieve sales growth • Ensure team members adhere to operational procedures and perform to the requirements of their roles through managing their performance and providing support and coaching. Ensure all performance issues are addressed in an appropriate and timely manner • Promote a customer care approach within the retail business, investigating complaints or issues of poor performance in a timely and efficient manner • Inspire the retail management, retail and support staff to realise maximum performance in their roles and achievement of targets • Develop positive culture and high performance through strong leadership and a highly motivated team • Effectively communicate with the Regional Managers and retail staff, providing information as relevant • Establish KPIs for all direct reports and measure regularly • Maintain and develop beneficial working relationships with other departments to further the organisation's objectives

Main Responsibilities	Detail of responsibilities:
Property Management	<p>The General Manager Retail will be responsible for managing the retail stores ensuring their functionality and visual appeal</p> <ul style="list-style-type: none"> • Responsible for maintaining shops both freehold and leasehold to an acceptable standard, complying with both safety standards and planned preventative maintenance • Ensure retail stores are visually appealing, well configured and spacing layout optimised for displays • Participate in planning and attending new shop openings • Manage relationships with landlords, including lease negotiations and rent reviews
Supply Contracts	<p>The General Manager Retail will be responsible for the overall management of 3rd party suppliers and the associated contracted obligations.</p> <ul style="list-style-type: none"> • Carry out annual reviews of Coupland's Bakeries supply contacts, ensuring obligations are being met by suppliers • Renegotiate and request tenders for new supply contracts on or prior to termination dates of each agreement in conjunctions with the Managing Director • Provide management reports on major supplier agreements prior to resigning term agreements
Other	<ul style="list-style-type: none"> • Maintain the strict confidentiality of all information acquired • Be a cooperative and supportive member of Coupland's Bakeries staff, ensuring all members are aware of any issues which may affect other members of the team • Represent the business and communicate externally as required • Promote at all times the Coupland's Bakeries philosophy and uphold the core values • Undertake any other relevant duties within the overall scope of this post as may be requested by the Managing Director • Attend management and Board meetings as required • Other tasks as reasonably directed from time to time
Compliance / Risk Management	<ul style="list-style-type: none"> • Comply with all relevant company policies, delegations and relevant legislation / statutory requirements. • Identify and remedy any health and safety hazards and report any incidents
Teamwork	<ul style="list-style-type: none"> • Work with all others in the wider business to contribute to team and group outcomes. • Demonstrate active support of Coupland's Bakeries values and exhibit behaviours that are consistent with them. • Keep up-to-date with business developments in the company and gain an understanding of the company's vision, mission and strategy.
Projects	<ul style="list-style-type: none"> • Support projects as required and within scope / budget. • Undertake specific analysis and investigations at own initiative and as directed, to enhance business profitability in an accurate and timely manner.

Main Responsibilities	Detail of responsibilities:
Professional & Personal Development	<ul style="list-style-type: none"> • Undertake identified personal training / development with the prior approval of the Managing Director. • Remain abreast of current industry related trends, practices and disciplines and undertake regular updates in either competency training or changes in law as required. • Keep up-to-date and demonstrate awareness of relevant legislation and best practice. • Build networks with relevant organisations, professionals and associations.

Key Relationships	
Internal	<ul style="list-style-type: none"> • Managing Director • Chief Financial Officer • Production Manager • Marketing Manager • Regional Managers • Administration staff • Retail Staff • Support Staff • Wider Management Team • All staff
External	<ul style="list-style-type: none"> • Suppliers • Customers • Consultants • Industry Associates

Budget	
Operating Expenses	TBC
Authorities	
<ul style="list-style-type: none"> • Decision making in scope of this position 	

Organisational Structure



Competencies	
Deciding and Initiating Action	Makes prompt, clear decisions which may involve tough choices or considered risks, takes responsibility for actions, projects and people, take initiative, acts with confidence and works under own direction, initiates and generates activity
Adhering to Principles and Values	Upholds ethics and values, demonstrates integrity, promotes and defends equal opportunities, builds diverse teams, encourages organisational and individual responsibility towards the community and the environment
Applying Expertise and Technology	Applies specialist and detailed technical expertise, develops job knowledge and expertise through continual professional development, shares knowledge with others, uses technology to achieve work objectives, demonstrates an understanding of different organisational departments and functions
Analysing	Analyses numerical and verbal data and all other sources of information, breaks information down into component parts, patterns and relationships, probes for further information or understanding, makes rational judgements using the available information and analysis, produces workable solutions, demonstrates and understanding of how one issue may be a part of a much larger system
Planning and Organising	Sets clearly defined objectives, manages time effectively, plans activities and projects well in advance and takes account of possible changing circumstances and resources needed to complete tasks, monitors performance against deadlines and milestones
Delivering Results and Meeting Customer Expectations	Focuses on customer needs and satisfaction, sets high standards for quality, quantity and productivities, monitors and maintains standards, works in a systematic, methodical and orderly way, consistently achieves work goals
Coping with Pressure and Setbacks	Works productively in a high pressure environment, keeps emotions under control during difficult situations, balances the demands of work and personal life, maintains a positive outlook at work, handles criticism well and learns from it
Entrepreneurial and Commercial Thinking	Keeps up to date with competitor information and market trends, identifies business opportunities for the organisation, demonstrates financial awareness, controls costs and thinks in terms of profit, loss and added value

Qualifications, Skills and Experience

Qualifications:

- Relevant Retail Management or Business Management degree or diploma qualifications

Experience:

- Significant business experience in multiple site retail management
- Ideally business experience in the food sector
- Strong business management experience to maximise profits
- Leading Regional Managers in a retail environment
- Visual merchandising and store layout design
- Managing and leading large teams
- Forecasting, budgets, interpreting financial reports
- Inventory management experience
- Ability to control costs and determine optimum stock levels
- Demonstrate experience in continual analysis and review store sales, cost of inventory, operational expenses and profitability
- Purchasing and supply experience
- Effective negotiation skills
- Demonstrated ability to balance a variety of daily tasks

Skills:

- High intelligence and intuitiveness to be able to quickly assess situations and decisively and effectively act
- Strong ability to organise and prioritise
- Negotiation skills
- Able to prepare reports, procedures and information papers that display an understanding of the business environment
- Be familiar with the retail business and understand the need for constant analysis of reports, figures and trends
- Sound leadership and motivational skills
- Passion and energy
- Willingness to make tough calls when necessary
- Proven relationship building skills
- Strong capability in problem solving and decision making
- Well-developed interpersonal skills, coaching and mentoring skills
- Excellent written and oral communication skills
- Proven ability to work under pressure and meet deadlines in a multi-tasking environment
- Flexible 'hands on' approach

Health & Safety

1. All staff must be conscious of potential safety problems at all times



2. A Health and Safety Policy is in place within Coupland's Bakeries. Instructions regarding safety given by the Health and Safety representatives must be followed at all times.

Non-Limitation Clause

This job description is not intended to be a complete or limiting description of the functions that the employee may reasonably be requested to undertake both within and outside of the normal hours of work.

ACKNOWLEDGMENT

I have read and understand the above job description.

Employee Name _____

Signature _____

Date _____