



Job Description - Deputy Assistant Store Manager

Job title	Deputy Assistant Store Manager	Department	Retail
Position and reporting line	Reporting to the Store Manager and the Assistant Store Manager	No. of direct reports	2
Purpose of role	To Assist the store management in driving the sales team to achieve budgeted sales targets. Enhance the customer experience and promote the Manchester City Brand.		
Key relationships	Store Manager, Sales team, Retail Manager, Customers.		
Key Tasks	<p>To step up to management level when required and ensure the store still delivers operational excellence.</p> <p>To motivate the sales team to achieve budgeted sales targets.*</p> <p>To motivate staff to achieve conversion rate and average spend targets.*</p> <p>To organize the sales team to achieve set service standards.*</p> <p>To monitor performance of sales team and identify areas for training/development.</p> <p>To maintain first class merchandise standards*</p> <p>To ensure store is fully stocked and the replenishment procedures are being carried out on a daily basis.*</p>		

*Denotes Key work objectives/KPI's



Person Specification- Deputy Assistant Store Manager

Skills and Abilities	<ul style="list-style-type: none"> - Supervisory: working to task and organising others - Ability to take on extra responsibility whilst maintaining standards. - Maintain a customer focused approach to deliver service excellence. - Able to challenge staff performance and motivate others - Possess communication skills that are clear, engaging and responsive. - Numerate and literate to a good level of competence. - Able to hold team meetings and delegate to others.
Experience	<ul style="list-style-type: none"> - 2 Years experience in a similar role within a fast moving retail environment. - Experience of delivering excellent service - Working to sales targets and achieving results. - Experience of leading a team of up to 10 people.
Essential	<ul style="list-style-type: none"> - Experience of challenging poor performance and taking steps to eradicate. - Some experience of managing a retail outlet or acting as cover.
Desirable	<ul style="list-style-type: none"> - Knowledge of Manchester City Football Club - Leadership qualities with a winning attitude
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Attributes

- Highly self motivated with ability to motivate others.
- Adaptable to change.
- Strong “can do” approach
- Ambitious and Results orientated
- Committed and flexible approach to work.
- Creative and enthusiastic with an eye for detail.
- Honest and trustworthy.