



Job Title	Retail Store Manager	Department	Retail
Reports To	Head of Retail	Direct Reports	Shop Team
Job Purpose			
The role is responsible for leading and developing the retail shop team to deliver strong in-store sales, excellent customer experience, and operational standards, while ensuring alignment with online activity to maximise overall retail performance across all channels.			
Knowledge Skills and Experiences		Key Role Requirements	Outputs
<ul style="list-style-type: none"> • Strong experience in a retail environment, with a proven track record of delivering sales through effective shop management • Experience leading, managing and developing a shop or retail team to achieve performance and service standards • Good understanding of key retail KPIs, including sales, conversion, average transaction value, margin and stock turn • Ability to use sales and performance data to monitor trends and support day-to-day decision-making within the shop environment • Experience using performance data and supporting retail reporting outputs to inform operational improvements • Basic working knowledge of eCommerce platforms (e.g. Shopify, Magento or similar) to support alignment between online and in-store activity • Understanding of promotional activity across in-store and online channels 		<ul style="list-style-type: none"> • Support the Head of Retail in delivering overall retail performance and store standards • Lead, manage and develop the shop team to deliver sales targets and high standards of customer service • Responsibility for opening and closing the shop and ensuring daily operational readiness • Take ownership of day-to-day shop operations, including staffing, rotas, standards and performance management • Create and maintain a high-performing, customer-focused retail environment • Monitor key retail KPIs such as conversion, average transaction value and customer satisfaction, and take appropriate in-store action • Act as the key escalation point for in-store issues and ensure excellent customer outcomes 	<ul style="list-style-type: none"> • Achievement of shop sales targets and contribution to overall retail performance • Shop floor presence • Strong shop team performance, engagement and ongoing development • High standards of customer experience and satisfaction in-store • Measurable improvements in in-store KPIs including average transaction value and conversion rate • Consistently high customer service standards • Effective execution of in-store promotional and campaign activity • Timely and accurate provision of store performance information to support retail reporting • Improved stock availability and in-store merchandising effectiveness • Clear alignment between shop operations and wider retail strategy



<p>and how this impacts shop performance</p> <ul style="list-style-type: none">• Strong focus on delivering an excellent customer experience in a fast-paced retail environment• Experience working collaboratively with marketing, operations and merchandising teams to support delivery of retail activity• Excellent communication and interpersonal skills, with the ability to influence and manage a range of stakeholders• Highly organised, with the ability to prioritise workloads and meet deadlines during peak trading periods• Proficient in Microsoft Office (particularly Excel)• Flexible approach to working hours, including weekends and key trading periods• Interest in the sports/retail industry advantageous <p><u>Experience</u></p> <ul style="list-style-type: none">• Minimum 3 years' experience in a retail management role with responsibility for shop operations and team leadership	<ul style="list-style-type: none">• Use available performance data to support decision-making and identify in-store focus areas• Support the Head of Retail by feeding into regular reporting and performance reviews• Ensure compliance with Health and Safety requirements and all store operating procedures• Ensure shop layout and visual standards support a strong customer experience and commercial performance• Work closely with the Head of Retail and Retail Operations Manager to ensure stock availability meets store demand• Monitor product performance in-store and provide feedback to support buying and merchandising decisions• Support the delivery of pricing, markdown and promotional activity within the shop• Deliver in-store execution of centrally planned promotional and campaign activity• Ensure in-store activity is aligned with wider retail and marketing plans	<p><u>Interactions</u></p> <ul style="list-style-type: none">• Head of Retail• Shop Staff• Marketing Manager• Warehouse Manager• Warehouse staff• Department Heads <p><u>Budgetary Responsibility</u></p> <ul style="list-style-type: none">• Responsibility for management of in-store operational budgets, including staffing costs and day-to-day shop expenditure• Support management of promotional and retail activity costs within the shop environment <p><u>Qualifications</u></p> <ul style="list-style-type: none">• Educated to degree level or with appropriate professional experience• Competent user of Microsoft Office, Publisher, Adobe, internet communication tools, social media <p><u>Personal Qualities</u></p> <ul style="list-style-type: none">• Ability to challenge and continuously improve shop performance and standards• Positive attitude to ongoing professional development and learning
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<ul style="list-style-type: none">• Experience delivering sales performance in a fast-paced retail environment• Experience using performance data and supporting retail reporting within a retail operation• Experience with eCommerce platforms (e.g. Shopify, Magento) and familiarity with retail reporting tools such as Power BI, Excel or Google Analytics	<ul style="list-style-type: none">• Provide feedback on customer response to campaigns and promotions• Maintain awareness of wider retail activity and ensure consistency between in-store execution and central plans• Support product launches and promotional activity within the shop environment• Highlight operational or customer issues affecting store performance or customer experience• Work collaboratively with the Head of Retail to support delivery of retail strategy• Liaise with marketing, CRM and operations teams to ensure aligned activity	<ul style="list-style-type: none">• Ability to manage a variety of stakeholders in a retail environment• Ability to work to tight deadlines and prioritise effectively during peak trading periods• High attention to detail• Commitment to equality, diversity and inclusion
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