

## SUPERVISOR

The successful candidate will be able to interact easily with a broad range of customers, creating instant rapport and acting as brand ambassador. They will be a natural promoter of customer service excellence, going out of their way to provide an outstanding experience and to ensure that customers return time and time again. They will have a passion for training and supporting others in their team and thrive off seeing others develop and grown in their roles. They will relish taking responsibility and effectively running their store in their line manager's absence and will be keen to offer and receive feedback in order to drive the profitability of their store.

## JOB PURPOSE

### Customer

- Delivers an outstanding customer service in-store to create a truly premium experience by always putting the customer at the forefront of all we do Maintains the highest possible in-store standards to drive customer retention and referrals
- Demonstrates a thorough knowledge of our current season range including other lines available online and use all multi-channel tools available both on and offline
- Using all the VM tools at their disposal, presents the product at its very best to our customer in order to highlight newness in the range and showcase outfit building suggestions and styling tips to maximise sales opportunities with effective use of space and stock availability
- Is willing to go the extra mile to meet the customers' unique style needs and override any objection through tailored, appropriate questioning, listening and observations
- Achieves maximum sales and delivers on outstanding, prompt customer service through promoting an inviting and welcoming atmosphere; exceeds customer expectations at every interaction through all channels
- Ensures the team are focused on continuously delighting the customer and implements necessary measures as a result of any gaps in performance
- Assists with maintaining ownership of the stock package, to ensure a 'fit' with the customer and market profile
- Continually embraces new ideas acting as a leader of change within the team
- Confidently takes ownership for the sales floor through thinking commercially
- Champions and drives all available customer loyalty mechanisms and ensures any targets associated with these are achieved through the team

### People

- Effectively supports the Line Manager in the training and development of their team, building on their existing skills and addressing any areas of underperformance
- Effectively leads the team in the absence of their Line Manager, clearly communicating team and individual goals and objectives for the day
- Interacts with Head Office Departments as required to direct information flow and contribute to the overall success of the business
- Works as an effective part of the store and regional sales team; establishes and maintains constructive relationships aims for continuous improvement; team player with a common goal
- Assists with recruiting and training employees to ensure competencies are met
- Assists with mentoring and reports on team performance to other members of senior management; Is able to hold one-to-one sessions providing constructive feedback with clear solutions to support and coach Style Advisors
- Is able to deal with sensitive information and noncomplex employee issues
- Performs daily floor supervision of sales team and drives 'on the shop floor' performance coaching
- Helps plan and lead team meetings to reinforce key targets, promotions and business communication
- Ensures team presentation standards are reflective of the brand and adhere to Business Wear guidelines
- Coaches and develops team to maximise their potential, increase performance and encourage retention
- Manages daily tasking requirements and replenishment systems, stockroom operations, delivery processing and back of house duties; computer literate to drive store operations

- Able to provide informed decisions, based on the analysis of detailed store records, including expenditure reports, sales figures and key employee performance indicators
- Ensures that all company administrative work is dealt with accurately in a timely manner
- Ensures adherence at all times to comply with company security and safety procedures
- Processes web collections, orders and returns effectively
- Assists with the team training and understands all till and cash handling procedures
- Takes part responsibility for processing post-void transactions, authorising promotional discounts and employee discount sales
- Maintains extensive knowledge of company policies, procedures and processes
- Is able to handle and resolve customer enquiries and any complaints, ensuring a successful resolution is reached
- Utilises Omni-channel options to provide items anytime, anywhere and constantly drives new business through sign ups and links transactions to customer profiles

### Driving the business

- Actively supports the delivery of business KPI's: sales, stock loss, controllable costs, payroll and productivity, and uses this information to make informed decisions
- Ensures all sales transactions are processed with care and attention and in line with our Company policies; coaching and training the team where necessary to ensure they are full confident with our processes;
- Adheres to all stock control procedures to minimise stock loss and highlighting any areas where stock control could be improved to their Line Manager;
- Assist in completing all tasks necessary to ensure the smooth day to day running of the store, demonstrating flexibility in order to meet the needs of the Store and its team;
- Demonstrates a clear understanding of our policies, procedures and processes to support strong operational efficiency within their team;
- Maintains the health and safety of colleagues, customers and contractors;
- Is able to drive and succeed with individual and branch targets and sales performances; plan, apply and implement the required measures
- Completes any task as reasonably requested by the store management team
- Acts as a style ambassador, in order to assess and assist with our customers' fashion needs
- Promotes the brand and products in a positive and proactive manner at all times;
- Provides up-to-date product knowledge and seasonal promotional information at all times;
- Actively pursues sales in a professional and friendly manner, taking time to fully understand the individual needs of the Customer;
- Contributes towards the achievement of sales goals by demonstrating a passion for the product and the brand
- Confidently introduces the full range of products and additional services to maximise customer interactions;
- Maintains high levels of customer experience through the integration of online and direct sales channels
- Maintains a high awareness of visual merchandising and contributes to commercial decisions for the market type and customer profile
- Maintains extensive knowledge of the brand and fashion trends, to ensure the store team are providing expert style advice; advises on external opportunities; helping to organise and promote branch events
- Analyses new product sales ensuring all opportunities are being maximised
- Maintains updated and accurate knowledge of competitor sales and activity
- Uses Day-by-Day reports to monitor and act proactively to improve key performance indicators; helps collate trade feedback
- Is responsive to current sales trends, analysing and acting on stock levels to maximise sales
- Understands branch service strategy and demonstrates how the service strategy can be adapted to the requirements of every customer
- Creates a fun and inviting environment to inspire loyalty and repeat visits;

### Operations

- Promotes the brand, products and all shopping channels at all times being mindful of wider company strategies and key performance indicators

- Utilises all channels and tools available to go above and beyond for the customer at all times
- Working to constantly drive new business through available opportunities to capture customer data and understands the benefits of this to the customer and business
- Learns and follows daily tasking requirements and replenishment systems, ensuring the sales floor is replenished at all times
- Operates tills and process sales accurately, with care and attention
- Is computer literate to adhere to and drive all store operations
- Maintains strong housekeeping requirements at all times
- Assists with deliveries and stock handling in a timely manner
- Ensures adherence at all times to company security procedures and policies, maintains a safe working environment and complies with all regulations under the Health and Safety at Work Act
- Maintains the Health & Safety of colleagues, customers and contractors
- Processes web collections, orders and returns effectively
- Adhere to all stock control procedures to minimise stock loss and out of stocks
- Assists in completing all tasks necessary to ensure the smooth day to day running of the store, demonstrating flexibility in order to meet the needs of the Store and its team
- Completes any task as reasonably requested by the store management team

**Impact**

- Demonstrates flexibility in order to meet store and customer needs;
- Supports in the delivery of adhoc projects where required.
- Ensures immaculate, clean presentation of branch and back of house
- Builds trust amongst staff members to ensure group tasks are completed efficiently
- Develops trust and loyalty through fair delegation and consistent management of the team
- Holds and contributes to Head Office store visits in a confident way; providing an overview of trends making an impact on the market, branch performance and areas for improvement
- Utilises team members with particular skillsets to upskill other members of staff
- Adopts a 'one-team' and 'one-business' approach, facilitating a team unity
- Acts as a buddy, role model and mentor to new Style Advisors to encourage, inspire and motivate
- Demonstrates integrity and credibility and is visible and approachable
- Demonstrates strong communication skills to support an effective working relationship with your Line Manager
- Builds strong working relationships with other Supervisors across the region to promote sharing of best practice

**Behaviour and Characteristics**

- Pro-active, enthusiastic, and passionate; customer-centric approach
- Assertive and confident with an ability to positively challenge and influence senior management
- Results oriented, commercial and sales driven; works well under pressure
- An influential role model with a desire to develop strong leadership style
- Articulate and decisive with an excellent attention to detail
- Relevant fashion-led, retail sales experience and knowledge; forward thinking
- Proactive and dynamic in discovering new ways of working and supporting the team through business change in a positive way

Signed..... Dated.....

Print name.....

Employee