**Job Description**

Store Manager

**Reporting To**

Sales Director

**Personal Qualities**

The ability to lead and motivate a team whilst encouraging an all-inclusive culture that delivers an exceptional experience for all customers and staff. Must have the desire to exceed sales and profit targets whilst maintaining excellent standards of presentation.

**Key Responsibilities**

* To exceed Store and personal sales targets
* Maximise profit through margin and cost control
* Ensure the Store provides an outstanding experience for all customers and staff at all times
* To manage all parts of the sale and ensure an outstanding fitting experience for the customer
* To resolve all customer issues and complaints speedily and effectively and at store level
* All customers contacted after fitting to enhance and protect the Brand
* To ensure that all customer internet leads are followed up immediately and given outstanding service
* To establish the brand within the catchment area by building relationships with local businesses
* Creates an all-inclusive culture where everyone’s opinion and contributions are valued
* Build strong relationships with all Head office staff and Suppliers
* Ability and desire to effectively recruit, train, coach and develop all staff
* Maintaining a high standard of personal presentation and complying with Company dress code
* Setting staff targets and effectively managing individual performance
* Effectively control stock and administration whilst ensuring that monies are banked daily
* Maintain exceptional store standards and product presentation to heighten the customers experience
* To comply with Health and Safety legislation to create a safe store environment for staff and customers