

## **JOB TITLE: Store Manager**

Reports to: Area Manager

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### **The Company:**

At Balfe's it is all about people. And bikes! It is the passion, energy, and enthusiasm of all our colleagues throughout the business, which makes Balfe's a great place to work. Joining Balfe's means you will be working with like-minded people, and you will have opportunities to develop your skills and experience, and plenty of career progression if you want it.

### **Store Manager overview:**

As a Store Manager, you are responsible for every aspect of the day-to-day supervision of store including sales, staff, stock, rota-setting and repairs plus more. Reporting directly to the Area Manager, a store manager's role will include dealing with everything from staff timesheets to jumping in on repairs and helping out with customer bike builds. In summary we want our managers to really own their stores, they need to be commercially aware and very people focused. Building a resilient team is critical to the success of our stores. This can only start with a great and inspiring store manager.

### **What you'll be doing at Balfe's**

- Manage your team and lead by example
- Working closely with the Area Manager to continually improve performance and drive KPI's
- Responsible for driving store targets and communicating those amongst the team
- Organising the shop rota, communicating holiday allowances for staff and monitor appropriate staffing numbers in the store to reflect your weekly trade patterns
- Orderbook Management:
  - Arranging order collections on bikes, parts, accessories, and clothing
  - Driving your team to achieve weekly targets through effective orderbook management
  - Knowing your orderbook
  - Managing ETA's, updating customers, accurate note taking on orders to maintain excellent customer service
- Inspiring and motivating your team to deliver excellent customer service and gain 5 star Google reviews
- Coaching and developing your team members in all aspects of their role, conducting one-to-one meetings
- Leading by example and improving your teams selling skills and always promoting exceptional customer service, remembering that; the customers next visit is always their most important
- Keyholder Responsibility
  - Opening/Closing store
  - Cashing up
  - CCTV monitoring
- Maintain high Health & Safety standards and adhere to all Health & Safety policies
- Follow all risk assessments and safe systems of work relevant to your role

**Note:** This job description is not exhaustive and will be subject to periodic review. It may be amended to meet the changing needs of the business. The post-holder will be expected to participate in this process, and we would aim to reach agreement on any changes

## **Knowledge & Skills**

- A passion to work in the bike industry and a love for the product
- Great customer service skills and an understanding of the value of creating mutually beneficial relationships with our new and existing customer base
- Experience of leading a team or management experience
- Ability to drive sales through excellent service
- Ability to motivate a team with effective communication
- Patience and the ability to remain calm in stressful situations
- The ability to accept criticism and work well under pressure
- The ability to work well with others and enjoy working with other people
- Understand and comply with all health and safety procedures
- Demonstrates a positive approach to all their work and gives the best of themselves to every task and challenge

## **Benefits**

- 28 days annual leave
- Pension
- Staff discount
- Cycle to Work Scheme
- Performance/Commission bonus