

POSITION DESCRIPTION – **MANAGER**

Position Title	Area Manager	Department	Retail
Location	State Based	Direct/Indirect Reports	Store Managers, Assistant Managers, Retail Assistants / Volunteers
Reports to	General Manager Store Operations	Date Revised	September 2018
Industrial Instrument	Retail (General) Industry Award		
Job Grade	Job Grade 4	Job Evaluation No:	HRC0029659

■ Sub-Delegation

The sub-delegation (if any) attaching to the position is outlined in the CEO Sub-delegations (as updated from time to time). Any financial sub-delegation of authority may only be exercised where a Finance project code or budget is allocated to that position.

■ Position Summary

Reporting to the General Manager of Operations, the Area Manager role is accountable for leading the retail store operations in their area to deliver outstanding commercial results. Through careful people and business management the role will drive, inspire and motivate the store teams to deliver excellent customer service, innovative trading initiatives, outstanding operational efficiency, effective merchandise management and the subsequent achievement of revenue, cost and profit targets. The role is responsible for creating cultures of best practice volunteer management and WHS compliance. In addition, the role is as an advocate for the Red Cross movement and is responsible for promoting the activities and the benefit of the Australian Red Cross to and within the community. The role is responsible for seeking greater synergies and opportunities between the respective Red Cross functions within their geographical responsibility.

■ Position Responsibilities

Key Responsibilities

Strategy

- Lead by example and display a proactive and flexible approach when responding to retail trading conditions, ensuring innovative and commercial solutions are implemented in a timely manner (including special promotions and events).
- Seek Red Cross functional support and opportunities to drive sales and market awareness
- Keep abreast of sales trends and competitor activity/price points in the market place and regularly communicate this to key stakeholders
- Prioritise time spent in stores according to operational needs of the territory. Ensure remote stores are not disadvantaged by distance.
- Drive a culture of process improvement, efficiency, cost management, WHS & loss prevention.
- Regularly provide communications, reports and analysis for the General Manager Store Operations.

- Inspire and support through training & coaching store teams to deliver exceptional customer service.
- Undertake mid and long term resource planning activities focusing on locations, resources (paid / volunteers / government subsidised) and changes to the local economy

Operations

- Drive the commercial imperative of achieving revenue and net profit targets and business growth for both stores and the area, contributing to the development of annual budgets and ongoing monitoring and analysis of revenue and expenses
- Ensure store merchandise mix, quality and levels meets customer needs and delivers financial objectives, including rotation of stock within the area and /or across areas
- Liaise with the warehouse and merchandise teams for stock ordering and to ensure merchandise sourcing initiatives meet store requirements
- Ensure stock is priced appropriately, according to store location and the pricing guidelines set by the Merchandise team and ensure that the markdown guidelines are followed.
- Ensure visual merchandising standards are adhered to; ensuring stores are well presented at all times, stock/sales ratios are correct, stock reflects seasonal needs, and functional customer needs are met
- Work closely with the marketing team and all other stakeholders in the development of local store marketing activities
- Work with the General Manager Store Operations to assess, provide the business case and implement store openings, relocations and closures.

People

- Foster a people culture by displaying strong leadership skills in, coaching, mentoring, developing, recognising and rewarding direct reports to achieve both financial and non-financial outcomes; ensure this flows down to indirect reports and volunteers
- Work closely with the Volunteer Liaison Officers to build a strong and effective volunteer culture by supporting the volunteer recruitment, issues resolution, recognition, reward and development process, in line with Red Cross volunteering policies
- Ensure appropriate succession and recruitment plans are in place to support the area.
- Ensure a learning culture is developed within the stores network through ongoing support of the learning & development strategy and identifying development needs of direct reports.
- Utilise the Red Cross Performance Review & Development system to ensure that all paid staff and volunteers upon request have a development plan in place and that performance is regularly monitored
- As many stores trade seven days per week, the role is required to be rostered on one Saturday per month; and to be on call for emergencies during any trading hours which fall outside of normal working hours

Compliance

- Ensure all staff and volunteers comply with the Retail Policies & Procedures
- Ensure effective management and resolution of client, employee, volunteer and management issues, grievances and complaints in line with Red Cross Policy and legislative obligations.

- Promote a proactive approach to the management of WHS issues. Ensure implementation of the Red Cross WHS plan/strategy and Policies and Procedures. Ensure plans for corrective actions are followed through.
- Ensure all, direct and indirect reports are aware of, trained and comply with the Red

■ Position Selection Criteria

Technical Competencies

- Demonstrated successful track record in successfully managing multi-site retail business operations (preferably fashion related)
- Proven experience in delivering revenue and net profit objectives through managing others
- Strong sales and customer service acumen with the ability to train and mentor these skills
- Superior communication (written and oral) and effective interpersonal skills
- Proven human resource management skills, including the ability to influence and manage through strong leadership skills, coaching, training and development
- Experience in volunteer management highly desirable
- Ability to exercise initiative with discretion and judgement, and apply risk management controls as needed
- Experience in recycled goods retail desirable
- A working knowledge of MS office
- Proven ability to operate autonomously and as part of a larger team

Qualifications/Licenses

- Current Driver's License

Behavioural Capabilities

- **Personal effectiveness | Achieve results** | Demonstrated ability to coach and support teams to achieve the results committed to. Accepts responsibility for ensuring team goals are achieved. Ability to manage changing circumstances and potential challenges.
- **Personal effectiveness | Solving problems** | Demonstrated ability to use data, knowledge and experience to identify problems potentially impacting teams or programs and proactively develop and implement effective solutions.
- **Team effectiveness | Collaborating** | Proven track record as an approachable leader, supporting and building positive and constructive relationships within teams. Valuing diversity and supporting cultural differences within teams.
- **Team effectiveness | Managing performance** | Demonstrated capability to take ownership of work and use initiative to deliver results. Ability to set performance standards for teams and provide coaching and feedback to ensure standards are met.
- **Organisational effectiveness | Managing risk** | Demonstrated ability to manage resources without compromising service quality. Ensuring the team understands the relevant policies and procedures to achieve goals and manage risk appropriately.

■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:
Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality
- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 5 years thereafter. Police check renewals may be required earlier than 5 years in order to comply with specific contractual or legislative requirements
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters