

# HOBBS

LONDON

## JOB DESCRIPTION

|                   |                                    |
|-------------------|------------------------------------|
| <b>Job Title</b>  | Supervisor                         |
| <b>Department</b> | Retail                             |
| <b>Reports to</b> | Concession Manager / Store Manager |

### JOB PURPOSE:

To play an integral role in, and support, the management team through driving and supporting the team to achieve sales, productivity, profit and drive a 'customer-first' attitude. To ensure every customer experience is tailored and memorable by inspiring the store team to deliver exceptional customer service, and implement and uphold outstanding store standards, through the demonstration of Hobbs' values and converting the Hobbs service strategy into real, shop-floor activities. To drive and confidently manage all operational store processes, and deliver strong results, through team management, together with, and in the absence of, a Manager.

### KEY BEHAVIOURS AND DESIRABLE CHARACTERISTICS:

- Pro-active, energetic, 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 styles
- 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
- A clear confidence with delivering on service, conversion and engagement

### COMPETENCIES REQUIRED:

#### **Selling and Outstanding Customer Service**

- Ability to drive and succeed with individual and branch targets and sales performances; plan, apply and implement the required measures
- Willingness to go the extra mile to meet the customers' unique style needs and override any objection through tailored, appropriate questioning and observations
- Achieve maximum sales and deliver on outstanding, prompt customer service through promoting an inviting and welcoming atmosphere; exceed customer expectations through every interaction and all channels
- Build customer loyalty through our Together scheme and booking in customer appointments; champion this scheme to drive relationships, sales volume and the store's customer base
- 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
- Actively supports the delivery of business KPI's: sales, stock loss, controllable costs, payroll and productivity, and uses this information to make informed decisions
- Continually embraces new ideas acting as a leader of change within the team
- Confidently takes ownership for the sales floor through thinking strategically and commercially

#### **Commercial and Strategic Awareness**

- Maintain a high awareness of visual merchandising and contribute to commercial decisions for the market type and customer profile
- Extensive knowledge of the brand and fashion trends, to ensure the store team are providing expert style advice; Advise on external opportunities; helping to organise and promote branch events
- Analyse new product sales ensuring all opportunities are being maximised
- Maintain 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
- 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

**Personal and Team Management**

- 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
- Involved with mentoring and reports on team performance to other members of senior management; Ability to hold one-to-one sessions providing constructive feedback with clear solutions to support and coach Style Advisors
- Ability to deal with any sensitive information or low-level employee issues
- Daily floor supervision of sales team and drives 'on the shop floor' performance coaching
- Help 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

**Omni-channel business**

- Passionate about all Omni-channel options within Hobbs to provide items anytime, anywhere and constantly drive new business through Sign ups and links transactions to customer profiles
- Promote the brand, products and all Hobbs Omni-channel services at all times through customer interactions and an awareness of wider company service strategies and key performance indicators; ability to translate this into real shop floor activities

**Branch Operations**

- 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
- Ensure adherence at all times to comply with company security and safety procedures
- Process web collections, orders and returns effectively
- Constant referral to the company intranet to keep up-to-date with business communication
- Ensuring the team are trained and understand all till and cash handling procedures
- Partly responsible for processing post-void transactions, authorising promotional discounts and employee discount sales
- Extensive knowledge of company policies, procedures and processes
- Ability to handle and resolve customer enquiries and any complaints, ensuring a successful resolution is reached

**Living the Brand and the Brand Values**

- Ensures immaculate, clean presentation of branch and Back of house
- Ability to build 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