

PERSONAL SPECIFICATION

POST: - Deputy Area Retail Manager

Please ensure that you show **how** you meet the following requirement when completing your application form.

Essential Skills	Desirable
<p>Educational</p> <ul style="list-style-type: none"> • Educated to 'A' level or equivalent. • Evidence of continuous personal and professional development. • Ability to work to financial targets. • Strong retail experience at a senior management level. 	
<p>Knowledge required</p> <ul style="list-style-type: none"> • Proven sales leadership. • Ability to motivate and inspire others. • Commercial/business awareness. • Current knowledge of all aspects of a retail business, trends, and legislation. • Delivery of excellent customer service. • Budgeting and financial planning. • Excellent IT skills (word, excel, outlook, epos systems). • Excellent written and verbal communication. • Sound clear decision making. • Excellent organisational and time management, able to prioritise and work to deadlines. • Ability to work collaboratively internally and externally. • Ability to deliver presentation to senior management. 	

<p>Experience Required</p> <ul style="list-style-type: none"> • Demonstrable experience of strategic and business planning. • Experience of providing comprehensive, effective, and evidenced business cases, including analysis to support growth. • Proven experience of implementing and inspiring excellent standards of customer service. • Managing, leading, and developing staff (and volunteers). • Ability to write detailed financial reports. 	
<ul style="list-style-type: none"> • Experience of managing people. • Significant track record of successfully managing several retail shops outlets. • Proven track record in driving sales income and net profit and controlling costs and budgets. • Identifying and developing successful new opportunities for growth. Including online trading. • Experience in opening & fitting out new shops. 	
<p>Personal Qualities Required</p> <ul style="list-style-type: none"> • Self- motivated, enthusiastic, and energetic. • Ability to work autonomously and as an effective member of the senior management team. • People focused, demonstrating a supportive approach. • Passionate about providing an excellent customer experience. • Can communicate clearly and assertively with a wide range of people at all levels and with sensitivity when required. • Organised and highly confident. • Ability to prioritise effectively and remain calm and focused under pressure. • Persuasive. • Can-do attitude, 'hands- on'. • Flexible and adaptive to a variety of tasks. • Honest, reliable. • Personable. 	