

# Monsoon Accessorize

## JOB PROFILE

**Role Title:** Branch Manager  
**Department:** Retail  
**Reports To:** Area Manager

## The Department

The Retail Function is responsible for maximising sales and profit across the relevant delivery channels, through the development and delivery of excellent customer service and retail operational standards.

## Role Purpose

To support the retail function within Monsoon Accessorize as a retail brand to maximise sales turnover, profitability and market share by ensuring that we:

- Achieve the branch profit and loss budget by maximising sales and minimising costs
- Recruit, lead and develop the branch team to consistently deliver the company expectations on sales and service, operations and product
- Ensure all store standards reflect the Monsoon Accessorize brand image

<b>1) Sales and Customer Service</b>	
<p><b>Actions</b></p> <ul style="list-style-type: none"> <li>○ Reviews staffing rotas and daily deployment rotas to ensure that staffing levels in all areas are in line with branch template, to meet expected service level</li> <li>○ Drives excellence in service by ensuring measures are in place to continually and visibly improve service levels in all key service areas</li> <li>○ Sets, communicates and reviews daily/weekly branch targets for core departments, taking appropriate action where necessary</li> <li>○ Promotes and raises awareness of all additional sales avenues i.e. Account Card, Home Delivery, web sales etc.</li> <li>○ Carries out a 'competitor shop' regularly to keep up to date with competitor activities and missed opportunities</li> <li>○ Ensures all customer returns are managed in line with Company guidelines and are converted in to sales/exchanges where possible</li> <li>○ Handles all escalated customer complaints to a mutually satisfactory conclusion, consulting the Area Manager where appropriate</li> </ul>	<p><b>Results:</b></p> <ul style="list-style-type: none"> <li>○ Staff are deployed correctly by area in line with staffing template, with all areas adequately covered</li> <li>○ Mystery shop results meet/exceed Company target and are consistent. High volume of positive customer comments/compliment letters, low volume of negative customer comments/complaint letters</li> <li>○ Daily/weekly performance is achieved to target across all core departments</li> <li>○ Customers are made aware of all sales avenues in order to ensure their needs are met</li> <li>○ Local opportunities are realised and appropriate feedback is given to Area Manager for the trade report and possible associated Company wide actions</li> <li>○ Returns to sales ratio is controlled and customer returns are carried out in line with company policy</li> <li>○ Customer dissatisfaction is minimised and resolved in branch, reducing the need for further escalation to the Area Manager and Customer Service department</li> </ul>
<b>2) Budget and Cost Control</b>	
<p><b>Actions</b></p> <ul style="list-style-type: none"> <li>○ Controls salary costs in line with wage to sales ratio and salary budgets</li> <li>○ Reviews the profit and loss report on a monthly basis and takes action to minimise all controllable costs</li> <li>○ Minimises markdowns by the effective launch of price changes, promotions and the management of any discounts, in line with Company guidelines</li> <li>○ Monitors and controls the level of cash discrepancies that occur in the branch by putting appropriate minimising measures in place</li> <li>○ Ensure petty cash expenditure is minimised by ensuring appropriate ordering procedures are followed for relevant materials e.g. stationary</li> </ul>	<p><b>Results:</b></p> <ul style="list-style-type: none"> <li>○ Wage to sales ratio is in line with branch budget and monthly/annual salary budgets are not exceeded</li> <li>○ Profit and Loss results and controllable costs are in line with monthly/annual budget</li> <li>○ Branch profitability is maximised and meets/exceeds budget</li> <li>○ Cash discrepancies are minimised and controlled, with all related company procedures adhered to</li> <li>○ Petty cash is minimised and controlled, with all related company procedures adhered to</li> </ul>

### 3) Stock Presentation and Management

#### Actions:

- Maximises the sales performance of the branch by utilising all commercial reports available before making commercial decisions
- Plans and communicates the VM layout, ensuring it is completed to guidelines and within agreed timescales
- Identifies stock package issues, generating options and implementing solutions, informing the area manager when out of direct control
- Reviews retail standards on a daily basis and communicates company expectation to the team to ensure standards are maintained
- Effectively plans for and communicates all Head Office price changes, ensuring promotions and discounts are actioned in line with Company guidelines
- Manages daily replenishment, option and size checks, taking appropriate action where necessary
- Prioritises the positioning and management of best selling lines and new stock
- Ensures that window schemes, visual merchandising props and internal displays are consistently maintained to Company guidelines and reflect the current layout priority
- Manages the successful launch of Sale

#### Results:

- Commercial reports are used to make appropriate and timely commercial decisions
- VM layout is planned and communicated to the appropriate individuals and actioned in a timely manner in line with Company guidelines
- Stock issues are identified with solutions generated and implemented. Issues are escalated to Branch Manager when outside of control
- Retail standards are effectively communicated to the team and reviewed daily to maintain the Company standard
- All Head Office price changes, promotions and discounts are actioned within agreed timeframes and within Company guidelines to maximise impact
- All departments have the right density and optimum product availability on the shop floor to maximise visual appeal and sales potential
- New lines and best sellers are prioritised for all stock related activity
- Windows, props and displays are checked on a daily basis and standards are improved as appropriate to reflect the current layout priority
- Sales are successfully launched to guidelines, within agreed timeframes

### 4) Branch Operations

#### Actions:

- Ensures deliveries, stock movements and associated administration are completed within agreed Company timeframes
- Stock replenishment systems are in place and appropriate action is taken to improve any issues
- Ensures faulty stock is processed to company procedure
- Ensures all operational administration is completed in line with company procedures and policies
- Ensures that all auditable processes and administration is actioned to company guidelines and takes corrective action in highlighted areas of risk
- Ensures Sales are fully planned for, communicated, prepped and launched, in line with Company guidelines
- All information requests are fulfilled accurately, within deadlines

#### Results:

- Stock processing timescale targets are met
- Stock replenishment occurs to the Company guideline frequency
- All faulty stock is processed accurately to generate replenishment
- All operational administration is completed to company procedure, to ensure accurate system information
- All auditable processes/administration is completed to the necessary standard, and highlighted risk areas are resolved to a satisfactory conclusion
- Sales are successfully executed in line with company guidelines
- Any information, feedback and reports are received completed correctly and

<p>set.</p> <ul style="list-style-type: none"> <li>○ Ensure that all employee details are up to date on Intellinet and that all relevant supporting documentation is kept in employee P Files</li> <li>○ Ensures payroll is processed on time and in accordance with the process and company policies.</li> </ul>	<p>within deadlines set.</p> <ul style="list-style-type: none"> <li>○ P File content meets the required standard when audited.</li> <li>○ Timesheets are authorised , meeting payment deadlines. That relevant documentation is sent to the correct department. There are low level employee pay errors and adjustments required each month</li> </ul>
---	--

**5) People Management**

<p><b>Actions:</b></p> <ul style="list-style-type: none"> <li>○ Ensures branch structure is in line with agreed staffing template</li> <li>○ Recruits high calibre management and staff in line with Company recruitment process</li> <li>○ Ensures all individuals are aware of the Company standards, policies and procedures that relate to their role</li> <li>○ Promotes a culture of development by acting as a role model and coaching and developing the team to maximise the potential of all individuals</li> <li>○ Works with the Area Manager to put in place a Branch Succession Plan, to support future progression and development</li> <li>○ Conducts performance reviews and appraisals with the Management team, in line with Company guidelines, to identify strengths and development needs, taking appropriate action to support development or below standard performance, using PDP's and setting clear objectives. Ensures this also happens for every member of the team</li> <li>○ Ensures absence is managed according to Company Attendance policy</li> <li>○ Help and support team to achieve and maintain the required standard of conduct and job performance, following the Company performance management procedures where necessary</li> <li>○ Ensure any appropriate communications are made available and/or escalated to the Branch Team</li> </ul>	<p><b>Results:</b></p> <ul style="list-style-type: none"> <li>○ Branch structure is aligned with staffing template</li> <li>○ Recruitment process consistently followed and staff turnover is reduced</li> <li>○ Standards and expectations are defined in a timely manner and are adhered to</li> <li>○ Individuals have clear goals and objectives set and reviewed on a regular basis to further their development</li> <li>○ A Branch Succession Plan in place, turnaround of vacancy to filled position timescale is reduced and staff turnover is reduced</li> <li>○ Performance reviews and appraisals are completed for every individual in line with Company guidelines, with action taken to support development or below standard performance</li> <li>○ Branch absence percentages do not exceed Company average and absence is managed in line with Company procedures</li> <li>○ Performance management procedures are adhered to as necessary</li> <li>○ All communications delivery in the correct manner and within timescales set</li> </ul>
--	--

## 6) Security and Health and Safety

### Actions:

- Minimises stock loss by ensuring all company security policies and procedures are implemented correctly and followed
- Identifies branch security issues and takes appropriate action to implement a solution
- Creates and maintains a healthy and safe working environment for customers and staff, ensuring the branch is compliant with all Health and Safety regulations and Company policies
- Ensures that all employees are aware of their Health & Safety responsibilities and obligations

### Results:

- All company security policies and procedures are in place and consistently followed
- Branch security issues are identified and appropriate and prompt action is taken
- Branch is compliant with all Health and Safety regulations and company policies with the appropriate standards, processes and documentation in evidence
- All employees with team comply with Health & Safety responsibilities and obligations