

Job Description

JOB TITLE: Retail Store Manager

ROLE LEVEL: 2(a)

DEPARTMENT: Point Seraphine retail

REPORTS TO: Project Chocolat Manager

LOCATION: Hotel Chocolat store, Point Seraphine, Saint Lucia

HOURS/WORKING PATTERN: 30 hours minimum per week flexible over 7 days

ROLE OVERVIEW

The Retail Store Manager is responsible for overseeing the daily operations of the store, ensuring excellent customer service, and achieving sales targets. This role involves managing the team, maintaining store standards, and implementing strategies to drive sales and profitability.

JOB ROLE AND RESPONSIBILITIES

Strategy

- Support and uphold the Hotel Chocolat competencies striving to achieve & exceed expectations.
- Identify and own solutions for risks or improvement opportunities to the store or the wider business.
- Attend and contribute at company events and cascade effective communication of company activity your team.
- Take additional responsibility as directed by Retail Management, including development potential for your teams.
- Understand the company's business objectives, brand values, and actively strive to exceed expectations.
- Get the best out of your business, with regular actions and review.

Guest Experience

- Consistently deliver the 'guest journey' to every guest that enters our stores.
- Be a Brand Ambassador – share & develop your cacao knowledge, & brand values with your team.
- Contribute to service strategy, including management of social media, if appropriate.

Operations

- Act as the store's Personal Licence Holder for the sale of alcohol, ensuring all team members are compliant with procedure.
- Ensure Right to Work, and all compliant on-boarding documentation is completed.
- Act as a First Aider for the store.
- Ensure H&S compliance through thorough inductions, regular training and effective daily operations.
- Maintain outstanding hygiene and cleanliness standards in store.
- Manage and maintain all aspects of store security in accordance with company policies and procedures (example: cash, stock, IT, buildings, key management).

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Finance and Commerciality

- Take responsibility for your P&L – regularly review, feedback and take action to drive the top/bottom line.
- Maximising productivity through efficient scheduling.
- Identify commercial drivers, using the available tools to achieve and exceed the store's targets.
- Optimise sales through effective customer experience and selling techniques.
- Have ownership and responsibility for merchandising and presentation of the store
- Cost conscious of the team's actions.

People Management

- Carry out continuous assessment and development of staff.
- Take responsibility for personal development and actively seek opportunities for improvement.
- To interview and recruit the right calibre of candidates to minimise staff turnover.

SKILLS AND EXPERIENCE

Required Skills/Abilities:

Qualifications:

- High school diploma or equivalent; bachelor's degree in business or related field preferred
- Proven experience in retail management or a similar role
- Strong leadership and team management skills
- Excellent customer service and communication abilities
- Ability to analyze sales data and make informed decisions
- Proficient in Microsoft Office and retail management software
- Flexible schedule with availability to work weekends and holidays as needed

Physical Requirements: Ability to stand for extended periods, lift and move merchandise, and perform other physical tasks as needed.

Essential

Either: Minimum of one year of Key holder/Assistant Manager/Store Opening experience within Hotel Chocolat.

Or: Minimum of one year of retail management experience with full P&L responsibility, ideally with a prestige brand.

- Professional business awareness
- Understanding of store targets and the drivers behind them
- Sound judgement with confident decision-making
- IT literacy with a sound understanding of Excel, MS Outlook and internet

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Desirable

KEY ATTRIBUTES

- Ability to implement procedural change
- Ability to adapt to frequent change and a high-pressure environment
- Knowledge of the Hotel Chocolat business drivers
- Ability to coach and give feedback effectively and honestly
- Assertive, confident communication

VALUES AND BEHAVIOURS

The successful candidate will demonstrate their ability to bring Hotel Chocolat's core brand values to life.

Originality, Authenticity, and Ethics:

Originality: "I bring a spark to my role"

- I Ensure Everything is done with Passion

Authenticity: "I am the real deal"

- I take responsibility for the business and people I lead

Ethics: "I care about people and the planet"

- I do the right thing when no one is watching

Being a Hotel Chocolatier means:

I smile.

I am kind.

I am helpful.

I am positive.