

## THE BIG YELLOW SELF STORAGE COMPANY

### JOB DESCRIPTION

<b>JOB TITLE:</b>	Store Manager
<b>DEPARTMENT:</b>	Operations
<b>REPORTING TO:</b>	Area Manager
<b>RESPONSIBLE FOR:</b>	Deputy Store Manager Assistant Store Manager Sales Advisor
<b>RELATIONSHIPS WITH:</b>	Finance, Operations, People, Talent and Development, Facilities, Customer Support Centre, Marketing, and other Stores
<b>MAIN AIM:</b>	To take a customer focused and commercial approach to the running of the store with the aim of maximising revenue and profitability.

#### **RESPONSIBILITIES:**

##### **Sales**

- To motivate the team to meet sales objectives by training and mentoring staff.
- To ensure self and others maximise sales at every opportunity through promoting the products and services available, regularly communicating sales performance and introducing competitions and incentives.
- To convert prospects into customers.
- To promote the sale of enhanced liability service to customers and ensure that sufficient cover is provided.
- To encourage the sale of merchandise and advise customers as to the most suitable items to meet their needs.

##### **Customer Service**

- To deliver excellent service to ensure high levels of customer satisfaction.
- To ensure self and others consistently exceed customer expectations, reviewing and communicating all relevant feedback to improve service standards within the store.
- To ensure that all customers (both in person and on the telephone) are greeted and approached in accordance with Company standards.
- To support customer enquiry follow ups.

- To ensure that self and others understand customer needs and are able to provide advice.
- To ensure that all customers are handled in a calm and professional manner.
- To drive / operate Company vehicles as required and in accordance with Company Policy.

## **Marketing**

- To ensure all staff have an awareness of competitor activity, pricing policies and services offered.
- To introduce and develop ideas to actively promote the store.
- To maintain and develop the store marketing database.
- To complete the monthly reviews of the online marketing summary.

## **Health and Safety / Maintenance**

- To ensure that self and others maintain the cleanliness and presentation of the store, conducting regular maintenance checks and complying with company Health and Safety and Security procedures.
- To ensure the health and safety of staff and customers in accordance with the Store and Company Health and Safety Plans.
- To assist in conducting daily health and safety checks within the store.
- To ensure that all staff and customers are aware of the procedures to be followed in an emergency.
- To check that Company equipment is fit for its purpose and to report any equipment which is in need of attention.
- To report any maintenance required at the store via the appropriate channels and in a timely manner.
- To manage and help maintain the cleanliness and presentation of the store, to include the reception area, units, corridors, loading bay and car park, ensuring support and commitment from others.

## **Security**

- To monitor the security of the store throughout the day via the security systems and regular visual checks.
- To be vigilant in respect of items being stored to reduce the risk of customers storing prohibited items.
- To be aware of emergency security procedures.
- To ensure and support the completion of regular fire alarm and emergency lighting tests.
- To take responsibility for store activity out of working hours, attending the site as required.

## **Administration**

- To deliver accurate and consistent adherence to Company profit protection measures.
- To take responsibility for the accurate completion of store administration, ensuring that weekly and monthly tasks are completed within deadlines and performance is reviewed against targets set.
- To reconcile store accounts on a daily basis.
- To manage and assist with the regular banking of monies, in accordance with Company procedure.
- To ensure that customers are regularly invoiced and to assist with taking appropriate action where payment has not been received.
- To accurately maintain customer records.
- To produce weekly and monthly financial and marketing reports, in accordance with Head Office requirements.
- To manage the receipt and sale of merchandise stock.
- To manage and assist in conducting a monthly stock count of merchandise.
- To monitor the accurate completion of all documentation.
- To respond to other reasonable administration requests made by Head Office.

## **Team Management**

- To take responsibility for organising the work of self and others, managing information, decision making and planning and prioritising to achieve business results.
- To ensure self and others maintain a positive approach utilising initiative and demonstrating commitment and flexibility to overcome challenge.
- To share experience and ensure regular communication to develop the team to work as one, rewarding and recognising success.
- To provide guidance and support to others through regular performance reviews and delegation of tasks to promote individual development, maximising team potential.
- To manage the performance of others following Company Policy and ensuring regular praise and encouragement to motivate the team.
- To create and maintain positive and harmonious employee relations within the store, helping to actively promote a team culture between the store and Head Office.
- To identify training needs for the team and provide relevant coaching and support.
- To communicate information to employees and ensure that they are keeping themselves updated of changes and developments within the Company.
- To ensure standards of personal appearance of self and others are in accordance with the Company Dress Code.
- To ensure that there is always sufficient cover within the store and that hours of work are in accordance with Company policy.
- To ensure working patterns and holidays are fairly managed across the team.
- To address performance or conduct issues in accordance with Company guidelines.
- To ensure confidentiality, professionalism and discretion in dealing with all matters relating to team members within the business.

## General

- To attend Company meetings and actively participate in the development of Company policies and procedures.
- To identify areas for improvement and make appropriate suggestions.
- To ensure that the Directors and Head Office team are regularly updated in respect of feedback from staff.
- To effectively manage and execute all store recruitment in a timely manner, whilst maintaining an open-minded approach.
- To ensure that all colleagues are treated with dignity, consideration and respect at all times.
- To undertake any other ad hoc duties in order to support the store / Company.
- To ensure customer and Company information is handled in accordance with General Data Protection Regulations.

## Personal Attributes:

- To demonstrate excellent communication and interpersonal skills.
- To have a "can do" attitude, leading by example.
- To possess strong listening skills with a genuine desire to help others and learn.
- To be customer service-oriented and have a good understanding of business management processes.
- To have excellent prioritisation skills, with the ability to make decisions and delegate accordingly.
- To demonstrate enthusiasm and consistency with the ability to work alone or within a team.
- To have a desire to work as part of a team, to generate fresh and innovative ideas.
- To demonstrate a strong commercial awareness and a high level of resourcefulness.
- To continually review own performance and request feedback, seeking opportunities to take on new learning.

I have read, understood and agree with the responsibilities of this position.

Signed: \_\_\_\_\_

Name \_\_\_\_\_

Printed:

Date: \_\_\_\_\_