

THE BIG YELLOW SELF STORAGE COMPANY

JOB DESCRIPTION

JOB TITLE:	Store Manager
DEPARTMENT:	Operations
REPORTING TO:	Area Manager
RESPONSIBLE FOR:	Deputy Store Manager Assistant Store Manager Sales Advisor
RELATIONSHIPS WITH:	Finance, Operations, People, Talent and Development, Facilities, Customer Support Centre, Marketing, and other Stores
MAIN AIM:	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: _____