



## Assistant Store Manager - Chaddesden

**Working Hours:** 32 hours per week

**Location:** Pets & Friends, Chaddesden

**Salary:** £21,200

**Reports to:** Store Manager

Do you have previous retail management experience and confident in upselling through excellent communication and product knowledge? Are you able to work in a fast-paced environment? Are you passionate about pets?

You will be responsible for assisting the Store Manager with the day to day running of the stores including managing rotas, budgets, stock, staff, cash, loss prevention, driving sales and innovation while maximising profits and much more. You will be required to run the store in the absence of the Store Manager.

You are required to act as a role model to all staff demonstrating the Pets & Friends business values in all interactions. You will also be expected to be an ambassador of our Company values and they will be at the heart of everything you do.

### Job Duties

1. **Customer Service Excellence:** You are expected to greet customers, provide assistance with products, and upsell. You will handle customer complaints effectively always ensuring customer satisfaction.
2. **Sales and Revenue Generation:** You will assist in achieving sales targets by promoting products and upselling to customers. You will analyse sales reports that are distributed within the business to identify trends, improve sales to optimise store performance.
3. **Team Leadership and Development:** You will support the Store Manager in recruiting, training, and managing a team of retail staff to ensure sales targets are hit and the team are delivering exceptional customer service. You will also be expected to provide coaching and constructive feedback to junior members of the team to enhance their performance.
4. **Operational Efficiency:** Alongside the Store Manager, you will oversee daily store operations, including opening and closing procedures, cash handling, and security protocols. You will ensure compliance with health and safety regulations, cleanliness standards, and company policies.
5. **Product Knowledge and Merchandising:** You will stay updated through Myagi on pet care trends, product features, and industry developments to provide informed advice to customers. You will assist in merchandising activities, such as product displays, promotions, and seasonal campaigns.

### **Qualifications and Skills**

1. **Customer Service:** Excellent interpersonal and communication skills are essential for assisting customers effectively and providing exceptional service.
2. **Sales Skills:** Ability to persuade and influence customers, upsell or cross-sell products, and meet sales targets through effective communication and product knowledge.
3. **Teamwork:** Collaboration with colleagues to maintain store operations, assist customers, and achieve common goals.
4. **Attention to Detail:** Being meticulous in maintaining product displays 'packet perfect', pricing accuracy to uphold store standards.
5. **Computer Literacy:** Proficiency in till systems, understanding store sales and performance reports. You will use Myagi to ensure continuous professional development.

### **Required Skills:**

1. **Retail Management:** Prior experience in retail management, particularly in the pet industry, is highly desirable.
2. **Customer Service Excellence:** Exceptional customer service skills are vital in the retail industry. The Assistant Store Manager should have the ability to interact with customers in a friendly, courteous, and helpful manner. They should be adept at addressing customer inquiries, resolving complaints, and ensuring a positive shopping experience for every customer.
3. **Leadership Abilities:** Strong leadership skills to effectively guide and motivate the store team. This includes the ability to delegate tasks, provide constructive feedback, and foster a positive work environment that encourages teamwork and collaboration.
4. **A Growth Mindset:** At Pets & Friends, we pride ourselves on promoting from within. We believe in retaining our best talent by offering promotions, training and development which includes accredited courses.
5. **Communication Skills:** Clear and effective communication is essential for coordinating with the store team, liaising with customers, and conveying information to management. The Assistant Store Manager should be able to communicate clearly, both verbally and in writing, and be responsive to the needs and concerns of both customers and staff.
6. **Organisational Skills:** Excellent organizational skills are necessary to manage multiple tasks, prioritise responsibilities, and ensure the smooth operation of the store. The Assistant Store Manager should be able to handle administrative tasks, such as scheduling, inventory management, and record-keeping, efficiently and effectively.

**Desirable Skills:**

1. **Product Knowledge:** A thorough understanding of pet care products, including food, accessories, toys, and grooming supplies, is essential for an Assistant Store Manager in a pet retail store.
2. **Passion for Pets:** A genuine passion for animals and a commitment to promoting pet welfare.
3. **Team Leadership:** A natural flair in getting the best out of a retail team.

**Benefits**

- Training & Development available
- Workplace Wellbeing Initiatives
- Instant access to a free, 24/7, confidential GP service for all Pets & Friends Colleagues and their family
- A fantastic Employee Assistance Program for all our employees which gives great access to counselling, GP service, lifestyle and wellbeing advice.
- Staff Discount
- Pet Bereavement Leave
- Long Service Awards
- Financial wellbeing advice