

East of England Co-operative

Job Description – Branch Manager (Food)



Location	Foodstore/Supermarket
Department	Food
Reports to	Area Manager

Job Purpose:

The Branch Manager is accountable for the consistent delivery of exemplary service, standards and compliance in their branch, whilst achieving their KPIs, including budgeted targets for sales, margins and costs. They lead their team so as to reach their full potential and strive to ensure that the expectations of our members and customers are met or exceeded at all times.

Principal Accountabilities:

As Branch Manager, you are ultimately accountable for the entire branch operation, including its financial performance, the customer service it provides, the performance and engagement of the branch team, as well as all safety and compliance matters. Therefore, your responsibilities include, but are not limited to, the following:

Accountability 1: Customer Service

- Encourage a culture within the branch that puts our members and customers as the top priority.
- Contribute positively to customer experience by setting high standards through own performance, developing and encouraging colleagues to be friendly and helpful with customers.
- Monitor the branch (including queues) and redeploy colleagues as necessary.
- Manage complaints and compliments promptly and effectively, ensuring colleagues are updated accordingly.
- Engage with customers to ascertain their feedback on their shopping experience with us.
- Encourage customers to become members, engaging fully with membership campaigns in-store.

Accountability 2: Operational and Financial Management

- Lead and co-ordinate the day-to-day activities of the branch in line with its priorities.
- Closely monitor, and react to, the financial performance of the branch against all budgets and KPIs.
- Promote and manage a consistent brand image throughout the branch.
- Maintain stock levels in line with customer demand, ensuring that these are compliant with Society space planning requirements.
- Control the condition of stock and minimise wastage/loss by ensuring that good handling, rotation, storage and security routines are followed.
- Review price change audits to ensure accuracy and compliance; take corrective action as required.
- Identify key opportunities and threats to the branch and take action (e.g. competition, roadworks, local events, etc.).
- Manage personnel costs; ensuring that the branch is resourced to an optimum level, taking account of absence, key events, etc. when scheduling.
- Identify and implement positive changes to improve the branch's operation and overall service offering.
- Support in-store promotions and campaigns making sure colleagues are fully engaged (e.g. fundraising, Locally Sourced fortnight, charity token scheme).
- Ensure that deliveries are received in to the store efficiently and that any warehouse/back areas are well-stocked and organised.

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- Engage with, and support, the local community and key stakeholders in line with Society objectives, establishing the branch as a trusted retailer and business.

Accountability 3: People Management

- Establish a culture which promotes the wellbeing of our colleagues, and within which they feel supported in achieving their full potential.
- Ensure the management team and other colleagues receive regular feedback regarding their performance.
- Lead in-branch changes, fully communicating the details to colleagues and taking on their feedback. Monitor the implementation, ensuring changes 'stick'.
- Manage and discuss the branch KPIs with the management team and monitor their progress throughout the year.
- Effectively communicate with colleagues so they are fully aware of the priorities, performance and goals of their branch, as well as the overall Society.
- Strive to achieve high engagement, taking account of colleague feedback and survey results.
- Support colleagues with their own development goals (e.g. through coaching, arranging additional training opportunities).
- Promote a flexible approach to working.
- Monitor and manage any issues of colleague performance, absence, capability and conduct in accordance with Society policy (this will involve conducting formal meetings).
- Manage and conduct annual Performance & Development Review meetings with colleagues, ensuring that constructive feedback is shared, understood, documented and acted upon.
- Lead recruitment activity in-branch in line with best practice guidelines, ensuring we hire the right people for our business.
- Spend time with new colleagues so their induction is as effective as possible. Ensure that probationary review meetings are held and that follow-up/further action is carried out.
- Ensure that colleagues participate with requisite training.

Accountability 4: Compliance

- Ensure that the management team and colleagues are fully aware of their responsibilities in relation to compliance and health & safety matters.
- Responsible for consistent high standards of cleanliness, housekeeping and food hygiene.
- Responsible for branch compliance with all statutory and Society processes and procedures including Health & Safety, food safety, cash management, stock control and security. This will include overseeing age-related sales as part of the Society's Challenge 25 policy.
- Ensure all safety and security related accidents, incidents or significant occurrences are reported in accordance with the Society's procedure.
- Strive to achieve consistently high compliance audit scores, ensuring all findings/failings are rectified.
- To act as the Designated Premise Supervisor for the branch (APLH training will be provided).

Additional Requirements:

- Flexibility to cover other sites, as required.
- To act as the principal First Aider in-branch (full training will be provided). Ensure that a qualified First Aider is available on all shifts.
- Fully participate in the 'Know-How' training programme.

Working Hours:

To participate fully in the branch management rota; this will require flexibility to ensure the branch's trading hours are covered. Shifts/schedule to include:

- 5 out of 7 days in-branch
- At least 8 Sundays, 30 evening shifts and some Bank Holidays each year

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*Performance in your role depends as much on **how** you perform as well as **what** you do. Use your skills and behaviours to be a positive member of your team, being a role model for the Society's ethics and values.*

Essential Skills, Knowledge & Experience:

- Team management/leadership experience
- Experience of working in a food retail or customer service environment
- Commercially astute, able to interpret financial data/MI
- Great interpersonal skills, able to effectively communicate with customers, colleagues and senior managers
- Commitment to delivering excellent standards of service
- Decision-maker
- Driven, determined and resilient
- Good level of numeracy and literacy
- Good IT literacy, able to use MS Office applications and bespoke systems (e.g. stock management, time and attendance)
- Flexibility regarding working hours
- Awareness of relevant compliance/legislative issues (e.g. Health & Safety, food safety, age-related sales)
- Self-aware, with commitment to continued professional and personal development

Desirable Skills, Knowledge & Experience:

- Experience of managing/leading a food retail environment
- Quality networking skills
- Recognised managerial training/qualification
- Experienced at supporting colleagues/teams through periods of change/other pressures

This job description is not exhaustive but outlines the key accountabilities for this role which may be subject to change according to the needs of the Society.