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**POSITION PROFILE**

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| **Job Title: Branch Manager** | **Reporting to: Regional Branch Manager** | **Job Band: B** | **Date: December 2024** |

**Role Purpose:** To manage all aspects of Branch activities to deliver sales, margin and profitability whilst ensuring an excellent customer service and the safety of all colleagues, customers and visitors.

**Role Dynamics:** Direct management of 3 – 7 colleagues, delivering cash sales to target between £200k - £500k, responsibility for c.200 – 400 accounts with £100k - £500k of sales

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| **Key Responsibilities** | **Knowledge & Experience** | **Primary Skills & Competencies** |
| * Accountable for the Health and Safety, cash, stock, security and maintenance of the Branch and Team. * Coordinate all sales activities of Branch colleagues (including new business account activity and campaign management to deliver the Sales forecast. * Responsible for the performance and management of selected customer accounts and the contact strategy within Branch. * Support and drive sales campaigns through customer site visits, interaction via telephone, leaflet distribution and other sales activity. * Analyse relevant performance data and take appropriate actions to maximise sales. * Responsible for the people management of all Branch colleagues; providing coaching, development and performance management support. * Accountable for the execution of the Marketing activity plan, including merchandising in line with agreed campaigns. * Accountable for the delivery of the Hire and Vending proposition within Branch, including people management, stock control, customer service and generating sales leads. * Build strong relationships with customers, key vendors stakeholders, as well as national and local sales teams to ensure delivery of excellent customer service. * Manage the cost base of the Branch in line with agreed expenditure targets. * Accountable for audit compliance and stock management in line with company policies and procedures. | * Sales experience required * Management experience essential * Good understanding of how excellent customer service is delivered * Merchandising experience ideal * Good IT skills required * Coaching and development experience preferred * Driving licence preferred * Comprehensive knowledge of market and competition desirable * Good understanding of Health &Safety procedures | * **Think Customer** - is about genuinely putting the customer at the heart of everything we do, understanding who they are and realising that the decisions we make can impact the customer experience * **Make Things Happen** - is about showing drive and determination towards the achievement of goals. Those who make things happen show initiative, prioritise their workload and demonstrate the right attitude even when things get tough. * **Work Together** - is about building highly effective and trusting relationships with colleagues. Through this you are consistent in what you say and do, act with integrity, have respect for others and accept personal responsibility and accountability. * **Effective Communication** -  is about sharing your views and ideas and listening to those of others as well as utilising the most effective and appropriate communication methods. * **Deliver Our Numbers** - is about understanding the financial performance of the business, your division and your team.  Seeking opportunities to maximise profit and minimise costs. * **Open to Change** - is about being flexible and comfortable in an ever changing work environment and showing a willingness to try out new things and adapt to different ways of working as well as utilising the most effective and appropriate communication methods. |