



Position Description

Position:	Store Manager
Position Holder:	TBC
Reports to:	Retail Manager
Location:	Pukekohe
Business Unit:	AgriServices
Hours of Work:	Full-Time
Job Family:	Operational Leaders

Customer Relationships	Who
➤ External	Clients in Geographical Area Suppliers
➤ Internal	Retail Manager Regional Manager Area Sales Managers Technical Field Rep's Salespeople Other Customer Services Staff

Position Contribution:

The Store Manager is responsible for the effective and profitable operation of a store, along with providing strong and effective leadership to a team of Salespeople.

The role is there to ensure that existing and potential clients are provided with goods and services which meet the company standards of excellence and to ensure profitability, market share and business presence in the community are maintained and strengthened. The Store Manager ensures operating efficiencies are maintained thus securing profitability through the effective management of inventory, premise security and staff supervision to minimise stock write offs or losses.

The focus of the role is to ensure the store is operated in accordance with the company vision, strategy and values and that budgeted financial results are produced.

Key Accountabilities	Primary Tasks
<p>1. Leadership and Management</p> <p>Ensure your store operates in accordance with the Company vision, strategy and values; achieving target KPI's</p> <ul style="list-style-type: none"> • Sales • Revenue • Stock Control • Cost Control • Compliance to policy 	<ul style="list-style-type: none"> • Develop and implement sales plans • Focus on three key areas to increase sales <ol style="list-style-type: none"> 1. Average transaction Value 2. Number of sales 3. Margin generation and retention <ul style="list-style-type: none"> • Ensure day-to-day operational practices are undertaken within PGG Wrightson standard operating procedures and policies and are in accordance with current legislation. • Ensure the store follows the agreed procedures for all monetary transactions and these are processed accurately and efficiently (including establishing floats, reconciling the till, preparation and completing banking) • Ensure the store accurately and efficiently process sales transactions (including data entry activities, batching, invoicing, receipting inwards goods, producing bar codes and other activities associated with retailing) • Complete stock maintenance, display, labelling, receipting and storing of stock, stock disposal, and stock taking. • Guarantee inventory is controlled and is in line with Company policy in relation to suppliers and core stock lines. • Ensure suppliers promotions and promotional merchandise is in accordance with marketing plans.
<p>1.2. Budget Management & Reporting</p>	<ul style="list-style-type: none"> • Assist the Retail Manager to prepare and submit for approval annual sales budgets by category for the store, including sales, discount and Gross Profit. • Monitor, understand and report monthly on achievements against plans, targets and budgets • Maximise pricing/margin opportunities

2. Clients/Customer Service

Client Relationship Management (CRM) is about knowing your market in order to enable you to increase “market share” and “wallet share”

Market share is more customers.

Wallet share is more business from your clients.

- Maintain strong relationships with key clients in utilising CRM plans as necessary
- Proactively engage clients by communicating the offers in your sales plans. Implementation should be initiated utilising appropriate communication channels:
 - Personal Selling – In Store and in the field
 - Direct mail
 - Mailers
 - Promotions
 - Events and Experiences
 - PR and Publicity
 - Advertising
- Grow Core business by understanding the opportunities within your market.
- Support preferred brands as required by your market to ensure maximum profitability.

3. Human Resources

Human Resource Management is about leadership, staff development and performance management.

- Ensure that the Store Channel and the Technical Field Rep channel are working as one team based at your store and that the dynamics and key responsibilities of your team members fit with key individuals to best utilise their strengths.
- Communicate regularly with your team (incl TFR's) via formal staff meetings – weekly is a desirable frequency.
- Lead your team accordingly to the values of the Company and that they are committed to the Company vision and strategic plan
- Ensure that the Company Human Resource policies are implemented including employment agreements, health and safety and equal employment opportunities.
- Practices are in accordance with current employment legislation and as per Company policy.
- Ensure team members are employed and deployed as appropriate and are given training to be multi skilled and flexible within job functions
- Induction is provided for all Employees ensuring the inclusion of OSH training.
- Ensure staff clearly understand their role, expectations on delivery and the impact of their role on the business.
- Ensure regular evaluation of the personal effectiveness of each employee, and coaching is given where appropriate. Any performance issues arising from these evaluations will be recognised, monitored, addressed and resolved in conjunction with the Retail Manager and in accordance with Company Human Resource policy.
- Individual performance appraisals are kept separate from the remuneration review, are completed on time with a set of goals and development objectives that are monitored and met by the next review date.
- Establish succession development plans for talent identified within the team.
- Ensure employee remuneration is set and reviewed in accordance with Company policy

<p>4. Health & Safety/Compliance</p> <p>Health and Safety, Compliance, Store Operations and Retail Standards.</p>	<ul style="list-style-type: none"> • Ensure there is a program in place so that all staff have a thorough understanding and receive training under the organisation's Health and Safety policy • Ensure store compliance with current H&S legislation is maintained. • Ensure there is a clear understanding by staff that all accidents and near misses are recorded and reported and full compliance is achieved. • Ensure the store meets PGG Wrightson brand criteria • Ensure the store complies with merchandising standards including store layout, pricing tickets and correct stocking levels.
<p>5. Other duties - as reasonable, directed by the Retail Manager from time to time.</p>	<ul style="list-style-type: none"> • To complete such tasks and projects in a competent and timely manner in accordance with directions

Qualifications/Experience/Technical Skills, Knowledge and Ability
<p>Qualifications/Experience in Management, Sales and Agriculture are desirable.</p> <p>Previous supervisory experience from within a retail environment is desirable.</p> <p>Industry related retail training is desirable but not essential.</p> <ul style="list-style-type: none"> • Possess excellent interpersonal skills and the ability to establish and build effective working relationships. • Proven leadership and people management skills • Excellent communication skills both oral and written at all levels to successfully achieve outcomes. • Experience in influence and persuasion in a consultative manner • Exercise a balanced and informed approach to problem solving, as well as situations involving change, stress and conflict. • Be pro-active and focused on achieving goals and demonstrate ability to achieve results • Demonstrate the ability to plan and prepare for outcomes on the basis of priority and effective management of time. • Possess technical knowledge and commercial acumen relevant to the position and a commitment to continuously update business knowledge • Demonstrate an understanding of the primary industry sector that is core to the business of PGG Wrightson <p>Understanding and/or empathy for the retail sector and its operational needs</p>

Behavioural Competencies	
Driving for Results	<p>Setting high goals, in line with PGW's vision and strategic objectives, for personal and team accomplishment; using measurement methods to monitor progress toward goal attainment; actively driving to meet or exceed those goals while deriving satisfaction from continuous improvement.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Targets opportunities • Establishes goals • Monitors progress and rectifies problems • Achieves goals • Champions Success
Customer Focus and Understanding	<p>Ensuring that the customer perspective is a driving force behind decisions, activities and customer interface; developing and implementing service practices that meet or exceed customers' and PGW's needs.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Seeks to understand customer • Identifies and manages customer service issues • Creates customer-focused practices • Leads customer excellence • Meets PGW's needs
Coaching and Developing Others	<p>Planning and supporting the development of individual, team and organisational capability, in line with PGW's vision and values; providing feedback and support to help people excel in their current or future job requirements; adapting coaching approach to suit individuals' career drivers and learning styles.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Clearly states performance expectations and implications • Provides timely feedback and celebrates success • Clarifies performance and evaluates capability gaps • Guides development • Encourages rapid personal growth • Leads change
Commercial Decision Making	<p>Demonstrates a strong understanding of PGW's vision, business operations and functions; draws from experience and utilises industry information and PGW's position to make decisions; recognises when further investigation is needed before decisions are made.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Applies commercial understanding to maximise PGW's results • Understands PGW • Understands our industry sectors • Makes decisions strategically • Identifying opportunities
Building Organisational Talent	<p>Identifies, attracts, develops, motivates, engages, and retains talented individuals so as to meet business objectives; creates a learning environment where people can realise their full potential and PGW can meet current and future objectives.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Determines talent gaps • Recruits for current and future needs • Supports people development. • Creates a learning environment • Delegates appropriately • Identifies and retains talented individuals • Develops openness to change

Teamwork	<p>Identifying opportunities and taking action to build operational and strategic relationships between own area and other areas, teams, business units, or organisations to help achieve both business goals and PGW goals.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Identifies collaborative opportunities • Establishes relationships • Formulates action plans • Supports others • Considers impact of one's actions • Monitors relationships and progress
Effective Communication	<p>Recognising one's role in PGW's communication; clearly and succinctly conveying information and ideas to individuals and the organisation; communicating in a focused, appropriate and effective manner.</p> <p><u>Key Actions</u></p> <ul style="list-style-type: none"> • Takes initiative to share information. • Communicates appropriately • Listens to and comprehends communication from others • Delivers clear messages • Communicates with impact • Ensures understanding • Follows up

I have read and understood the above position description and accept all the above responsibilities incorporated herein.

Store Manager

Retail Manager

Date