



Job & Person Description

Job Title	Retail Manager
Department	Commercial Team
Reports to	Commercial Manager
Responsible for	Retail Supervisors and Match day shop staff
Purpose of role	
<p>To manage the club shop and online store to maximise the commercial contribution of the retail department to the football club. Recruit, manage and lead the retail team, maintain and build relationships with key suppliers within the business. Source and retail an excellent diverse range of sports clothing and merchandise, provide an excellent level of customer focus and care.</p>	

Main Duties
<p>Duties</p> <ul style="list-style-type: none"> • Be responsible for the day-to-day management of the Club's physical & e-commerce retail operation, delivering standards comparable to an aspirational High Street retailer. • Work closely with the Commercial Manager to forecast and manage all club departments orders from our technical clothing partner. • Identify new merchandise suppliers and strengthen existing relationships with current sports clothing/merchandise suppliers. • Selection & purchasing of secondary lines to include but not limited to Club apparel range, casual wear plus gifts and souvenirs, ensuring our ranges are comparable to and take influence and from other Clubs, global sports brands, and High Street trends. • Liaising with all club departments to ensure that all internal orders are cross charged correctly. • Manage kit & training wear deliveries ensuring all departments have their orders fulfilled accurately and on time. • Working with the Clubs' marketing team & e-com provider maintain the e-commerce site focussing on providing a fantastic shopping experience, full product availability and enticement to buy. • Manage the stock and application of shirt numbers and letters. • Complete regular stock takes as per the business requirements. • Work with the Commercial Manager to produce and deliver the retail budget – focussing on, but not limited to, revenue maximisation, cost management and achieved budget GP% targets. • Maintain and develop the working relationship with 3rd party suppliers, such as EPOS, Merchant server and BNPL providers. • Work in collaboration with the club marketing staff to create, manage and implement retail marketing strategy into club communications. • Accurately report KPI's on a weekly, monthly and quarterly basis. • Attend club management meetings as the representative of retail. • Ensure high customer service standards are met by all retail staff. • Work diligently with the Commercial Manager to review best industry practice and identify areas of opportunity and innovation which can be applied to our business. • Work with staff to ensure they are maximising each customer with add on sales and up selling. • Fulfilment of KPI's, maintaining agreed delivery time standards and our customers expectations • Track developments in fulfilment practices to implement best practices for our team. • Manage all elements of retail stadium match days. • Set targets and ensure a member of staff visits each hospitality to obtain retail orders.

- Ensure all matchday staff have clear direction and well-defined tasks in order to run a successful match day.
- Set daily matchday tasks for all staff and ensure they are completed diligently.
- Actively look at ways to minimise queues.
- Create staffing rotas to ensure necessary staffing levels across the retail business.
- Ensure all training materials are up to date and clearly delivered to staff
- Record working hours and ensure payroll have the correct information to process wages correctly.
- Recruit and train casual staff to ensure we have a talented, dedicated and flexible casual staff to support the retail business.

Other responsibilities

- Be available to travel to other sites outside of their region (if required)
- Be aware of the PUFC policies, procedures & best practise so that concerns of non-compliance can be raised at all times e.g. Safeguarding, Inclusion, Diversity
- Work within the company processes (People, Finance, Training, Estates and Marketing Team). Seek advice & guidance if required ensuring employees and processes work seamlessly together
- Attend meetings, training and professional updating as and when required
- To adhere to existing working practices, methods, procedures, undertake relevant training and development activities and to respond positively to new and alternative systems.
- To maintain confidentiality and observe data protection and associated guidelines where appropriate.
- To uphold the values of Peterborough United Football Club (PUFC) and not tolerate offensive, discriminatory or intimidating language or behaviour.
- To act as an ambassador/role model for PUFC and consider conduct takes into account the club's commitment to equality and safeguarding.
- To ensure PUFC provides a level playing field for all its fans, players and guests.
- Promote EFL and FA regulations and ensure compliance with these.

In addition to these responsibilities carry out such duties as may reasonably be required. The above duties are a guide to the nature of the work required & are not intended to reflect all tasks associated within the role.

Person Specification

These are the attributes you need to be to be considered for this role. All criteria are essential unless stated as desirable only. To be considered for working at PUFC we expect you to share and demonstrate Our Values. These are a key part to you getting the most out of work at Peterborough United Football Club.

Experience & Qualifications

- Experience as an established Retail Manager or Retail Operations Manager managing a Retail Supervisor and a team of Retail Assistants
- Key holder and out of hours experience responsibility essential
- Experience working in retail with a fashion/lifestyle orientated brand that's customer & sales orientated
- Experience within a sporting environment is desirable but not essential
- You must have excellent written and verbal communication skills
- Be able to work under pressure and have the ability to drive sales and deliver on profit targets
- You are proficient in the use of MS Office and preferable had exposure to EPOS systems
- Understanding of eCommerce order fulfilment
- Some knowledge of buying and managing stock – the role will be supported with a Retail Supervisor for day-to-day assistance and have oversight from the Commercial manager

Skills and personal attributes

- Flexibility when it comes to working weekends, evenings and bank holidays when necessary
- Ability to motivate people with a 'hands on' approach, creating a supportive, fun and customer focused environment
- A team player who is committed to delivering high standards of work

- Passionate about helping customers find the perfect product and tailoring your approach to each customer and platform
- Enthusiasm for the brand and its Supporters
- A keen interest in delivering a seamless eCommerce experience and an understanding that every customer is equal, no matter which channel they are interacting
- Well-presented and professional
- Plan and prioritise workload and own administration so that deadlines and standards are met
- Strong work ethic with a can-do attitude with drive and self-motivation