



JOB TITLE: Assistant Store Manager

ROLE TYPE: Full Time

DEPARTMENT: Retail

REPORTING TO: Store Manager

LOCATION: Chadstone

SALARY: Competitive

#### COMPANY PROFILE

Orlebar Brown (Chanel group) launched in March 2007 as a more tailored approach to men's beach and swim shorts. Based on the traditional pattern of a tailored pair of trousers for men, and with their distinctive side fasteners, they are not just a swim short; they are the original and best shorts you can swim in.

Today, our collections are built into broader lifestyles imagined around Beach, Resort, Coast and Sport. We have multiple product releases, including capsules, new categories and services, over the calendar year to maintain excitement, and interest for our customers.

Since 2007, we have built the brand to achieve our stated purpose which is - to encourage, excite and inspire everyone to 'Holiday Better'. This is our purpose and why we get out of bed every morning.

The brand has rapidly gained global recognition and is sold through online, more than 30 O.B stores, and the best retailers and hoteliers in the world. Our customer is truly international, so whether they are in St Barth's for Christmas with family, Miami for a wild Spring break, a conference in Dubai with a few days off, tacking a boat off the coast of St Tropez, volunteering to replant mangrove plantations in Puerto Rico, walking along a cliff top in Cornwall, or diving off one into a beautiful blue ocean then O.B should be there to help you do it better.

Our business is built on relationships with those customers, and we strive to maintain our relationship with them, wherever they might be, and provide world class service, when and where they want. It is also built on finding new customers to the brand by welcoming them to join the ever-growing O.B community.

## THE POSITION

As an Assistant Store Manager, you will be an ambassador for the brand and a senior member of the retail team. Reporting directly to the Store Manager, you will be ensuring the delivery of agreed sales strategy, retail profitability and KPI goals, and brand vision objectives within retail store.

The Assistant Store Manager inspires their sales team and develops a sales strategy for proactively managing the performance of their stores. The Assistant Store Manager is accountable for the store and must lead and motivate the selling teams, ensure customer satisfaction, maximize profitability and productivity, and comply with all company policy and procedure. They are accountable for the quality of training and development of their sales teams and for delivering world class KPI results.

## KEY RESPONSIBILITIES

- Responsible for the store achieving sales targets and ensuring profitability. Accountable for windows and shop floor commerciality and adhering to VM guidelines and standards. Ensuring smooth Model Store implementation for new collections launch. Must provide higher level of strategic leadership and management.
- To lead on sales and service culture in store by achieving personal and store targets in terms of store conversion, team and personal clientelling performance, KPI, multi-channel sales and broader value KPI metrics.
- Recruiting and developing a high performing team. Responsible for field training and development path using all training tools provided by OB - Train, motivate and develop the team to optimise store performance to reflect the brand qualities. Responsible for active succession planning to ensure career progression and to retain successful staff.
- Control operating costs to be within the stores budget by focusing on store sales and margin contribution.
- Responsible, and leading by example for the store having the highest levels of standards around presentation, cleanliness, and staff appearance.
- Attending regular training sessions on seasonal product launches and Service Standards to ensure knowledge is up to date and the delivery of world class service.
- Must ensure all measures are being taken around loss prevention to protect profit and stock.
- Supporting the implementation and development of CRM & Clienteling initiatives to strengthen clientele network for the store.

- Display strong leadership skills by leading by example. Consistently show a positive attitude & take responsibility for own actions.
- Conduct any other ad hoc duties related to store management deemed necessary by higher management for the benefit of the stores and staff performance. Work in close partnership with HQ functions to implement business strategies in store.
- Manage Health and Safety alongside company policy to create a safe environment for the team and customers.
- Ensure all human resources issues are dealt with in line with guidance from company policy.

#### CANDIDATE PROFILE

- Demonstrated experience of management in a premium or luxury brand environment
- Willing to adapt and take on new challenges
- Depth of understanding around KPI's and impact on store performance
- Always presents a professional image
- Successfully able to handle multiple demands and competing priorities
- Excellent communication skills – both verbal and written.
- A real attention to maintaining high standards in store environment and a keen eye for detail

#### WHAT WE OFFER

- Join a diverse working environment of people who we learn from every day.
- The chance to train and develop your skills in a fun and fast working environment
- Competitive benefits package – a great discount on products, superfund contribution
- Access to a wide range of self-development resources to constantly upskill and develop your knowledge.