



## **JOB DESCRIPTION**

<b>JOB TITLE</b>	Store Manager Heathrow T5
<b>ROLE TYPE</b>	Full time
<b>DEPARTMENT</b>	Retail
<b>REPORTING TO</b>	Head of Retail
<b>LOCATION</b>	Heathrow Airport T5
<b>SALARY</b>	Competitive

## **COMPANY PROFILE**

Orlebar Brown 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.

In 2010 we took Orlebar Brown off the beach, out of the pool and into the resort with a range of tees, polos and shirts, and have since then developed the product into a full lifestyle offer including shorts, trousers, sweats, outerwear, knitwear, footwear and accessories.

The brand has rapidly gained global recognition and is sold through multiple channels. Web is the largest channel, delivering to customers globally through [www.orlebarbrown.com](http://www.orlebarbrown.com). The first Orlebar Brown store opened in London in 2011, and there are now seven stores in the UK, six stores in the US and 3 stores in France alongside stores managed by franchisees in Australia, France, Dubai, Greece and Kuwait. The brand is sold in the world's best Menswear retailers including Selfridges, Harrods, Mr Porter, Le Bon Marche, Saks 5th Avenue and Holt Renfrew amongst others, as well as through key trend and regional independent menswear stores.

In 2018 Orlebar Brown was acquired by Chanel, with a plan to continue the brand's growth and development internationally and across channels.

We are looking for another strong team player to join us on our journey in establishing Orlebar Brown as the luxury choice lifestyle brand for holiday clothes to wear every day.

## **THE POSITION**

As Heathrow T5 Store Manager, you will be an ambassador for the brand and a senior member of the retail team. Reporting directly to the Head of Retail, your position will be ensuring the delivery of agreed sales strategy, retail profitability and KPI goals, and brand vision objectives within retail store(s)

The Manager inspires their sales team and develops a sales strategy for proactively managing the performance of their stores. The 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.

## **PREREQUISITES:**

- +3 years Airport Experience as Senior SM or Boutique Director
- Criminal Check 5 years as per Heathrow Security Pass
- Availability over extended Terminal Opening Hour's

## **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.
- Leading on all Heathrow specific operational areas incl – The Academy, shopping services, Loyalty & Rewards programmes and activations, commercial systems & flight files and the nuances of longer operating hours.
- 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 around Proximity Insight to strengthen clientele network for the store and revenue generation.
- 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 for the benefit of the stores and staff performance. Work in close partnership with HQ functions, HOR & Op's Manager, Customer Experience Manager and Merch & Marketing teams 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.

## **REQUIRED QUALIFICATIONS**

- Demonstrated experience of management in a premium or luxury brand environment within Heathrow or another significant airport terminal
- Willing to adapt and take on new challenges as this is first OB Airport store
- Depth of understanding around traditional and omni channel KPI's and impact on store and team performance
- Always presents a professional image of yourself, team & brand
- 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 – be reactive to commercial opportunities

## 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 – 33 days holiday for full time employees, prorated at same rate for part timers, great discount on our products, company pension, cycle to work scheme and quarterly social events with the company.

It's never just a job at Orlebar Brown. It's a way of life. We live and breathe our brand values – Tailored, Vibrant and Brave. Our team define who we are and how we get the job done.

To apply, please contact [jobs@orlebarbrown.com](mailto:jobs@orlebarbrown.com) with copy of your CV and a friendly introduction.

Direct applications only. Recruitment agencies – thanks for reading, but we've got this one covered!