



Position Description

Position Details			
Position Title	Retail Operations Leader		
Department	Marketing	Location	The Hangar, Melbourne Airport
Reports To [Title]	Merchandise and Licensing Manager		
Date Approved	9 January 2017	Approved By	Lisa Lawry

Position Overview	
Position Purpose	Why does the role exist?
<p>The Retail Operations Leader plays a critical role in delivering on our service charter across all retail channels. This role supports the broader Marketing and Consumer Business team in providing quality service and facilitating the sales of licensed club merchandise to members, fans and the general public.</p> <p>Accountable for stock orders, inventory management, reporting and tracking across all channels, this role plays a critical role supporting the Merchandise and Licensing Manager and the broader Marketing team in driving revenue and supporting our EFC brand promise.</p> <p>The role facilitates retail sales across physical sales channels; including match days and delivers against the EFC service charter to ensure we deliver a quality service experience.</p>	
Minimum Qualifications, Certificates, Licences	What are the minimum qualifications/licences necessary to competently perform in this position?
<ul style="list-style-type: none"> • Current Victorian Driver's Licence • Current right to work in Australia • Working with Children Check 	
Essential Skills and Experience	What are the key critical skills and experience that this position requires?
<ul style="list-style-type: none"> • 3 Years experience in a retail product or service business, preferably in licensed consumer products • Experience managing staff / leading a team • Retail leadership and people management skills • Exceptional customer service focus • Ability to prioritise tasks and manage staff in a dynamic and fast paced environment • Experience in escalated customer complaints or incidents 	
Other Highly Desirable Skills and Experience	What are the other skills and experience which are highly desirable but not essential?
<ul style="list-style-type: none"> • Highly developed written and verbal communication skills • Interpersonal, presentation, and negotiation skills • Good organisational skills with demonstrated ability to prioritise tasks and meet deadlines • Ability to demonstrate high attention to detail • Demonstrated ability to solve problems and exercise judgement • Flexible and responsive to change in direction and priorities as required 	

- Demonstrated excellent time management and organisational skills both autonomously and within a team environment
- Demonstrated ability to manage stock / inventory levels and sales to target across both physical and online retail store environments
- Match day / stadium sales experience
- At least a Certificate III in Retail Management

Essential Physical Demand Requirements

What are the physical requirements that the incumbent must be capable of performing?

Activity	Duration	Description	Frequency
Office Duties	Up to 3hr blocks of activities	Sitting , operating PC and office equipment	Daily
Storeroom Duties	Up to 2hr blocks of activities	Lifting and moving of small to medium boxes	Daily

Position Accountabilities		
Job Accountability Key result areas that the role will perform	Minimum Standards What is the action/s to be completed?	Performance Measures How performance will be measured - must include #s [eg: dates, %, \$, #s]
Customer Service	<ul style="list-style-type: none"> • Provide exceptional customer service to all customers at all times in line with EFC Service Charter. • Ensure all team members are provided with adequate product knowledge and training to ensure that the service is speedy, friendly and accurate 	<ul style="list-style-type: none"> • Positive results from survey at 8/10 • Increase repeat customer rate by 5% YOY • Increase average \$ per transaction by 2% YOY • Increased spend per head on match days and value per transaction in store
Retail Sales	<ul style="list-style-type: none"> • Delivery of key sales targets • Knowledge of team key performance indicators 	<ul style="list-style-type: none"> • Achieve 100% of the forecasted revenue target
Marketing & Merchandising	<ul style="list-style-type: none"> • Stock and merchandise Bomber Shop HQ, match and event outlets • Ensure marketing campaigns and promotions are implemented, communicated clearly and consistently 	<ul style="list-style-type: none"> • Feedback from Merchandise and Licensing Manager and other consumer business and marketing staff
Staff Management	<ul style="list-style-type: none"> • Actively contribute to a harmonious work environment. • Seek to remove barriers to effective team working • Build and maintain a culture of open communication • Manage Essendon and AFL casuals for match day outlets 	<ul style="list-style-type: none"> • Reduced errors with sales processed • Improved productivity and awareness across all staff members
Operational Management	<ul style="list-style-type: none"> • Day to day store management of Bomber Shop HQ • Delivery of store administration including end of day balancing, staff time sheets, rosters and cash collections 	<ul style="list-style-type: none"> • Complete bi-annual stock takes for all retail sites (May & Oct). Target less than 1% of Retail sales for stock take period.

	<ul style="list-style-type: none"> • Preparing and staffing match day and event sales • Inventory management; stock deliveries and inter store transfers • Supervision of casual staff • Management of up to seven match day outlets in stadia 	
Leadership and Development	<ul style="list-style-type: none"> • Drive individual development plan • Identify training and development needs • Actively coach and train staff on systems and product information, both on and off the sales floor • Develop and enhance a culture of learning and continual development • Coach and develop staff to aid performance and delivery against team and individual KPI's and expectations • Regular communication of targets and expectations to staff • Biannual performance appraisals conducted and documented for HR and management 	<ul style="list-style-type: none"> • Feedback from Merchandising and Licensing Manager in yearly and half yearly appraisals • Evidence of participation in the EFC learning and development program • Bi-annual Performance Appraisals conducted and documented.
Risk, Governance & Compliance <i>Ensuring that the activities of the Department are undertaken in accordance with the governance, policy and regulatory frameworks</i>	<ul style="list-style-type: none"> • Ensure all EFC policies and procedures are understood and adhered to at all times • Ensure compliance to relevant government legislation including but not limited to the Fair Trading Act • Ensure the AFL Commercial Operations Guidelines are not compromised • Assist with OH&S/safety issues in the merchandise department 	<ul style="list-style-type: none"> • HR Policy and Procedure reviews

Delegations of Authority		
Category	Authority	Authority Level
People	Staff Hiring Decision	Recommend
	Ad-Hoc Reward and Recognition	Recommend
	Off Cycle Salary Increase	Recommend
	Restructure	Recommend
	Additional Headcount / Resources	Recommend
	Termination / Redundancy	Recommend
	Training Investment [external courses, study assistance etc]	Recommend
Financial	Procurement Commitment	Up to \$5 per commitment
	Authorising Staff Expenses / Claims Forms	Up to \$5 per month
Risk	Risk Management Accountability	Residual Risk – Low [6-12pts]* <i>*must escalate if consequence is catastrophic</i>

Key Relationships			
Stakeholder	Internal/External	Purpose	Frequency
Team Members [Direct Reports]	Internal	Team Meetings	At least monthly
		Planned 1:1 Performance/Progress Discussions	Weekly
		My Plan Discussions	Section A completed by 15 Dec Section B completed by 31 May Section C completed by 30 Nov
		Team Review/Discuss/Update Register	February and July each year

		Review Strategic Plan	August each year
Manager	Internal	Planned 1:1 Performance/Progress Discussions	Weekly
		My Plan Discussions	Section A completed by 15 Dec Section B completed by 31 May Section C completed by 30 Nov
Suppliers / Partners	External		

Leadership Competencies			
Competency	Rating		Rating Description
Driving Accountability & Results	Experience d	<ul style="list-style-type: none"> • Role models a high personal standard for quality and meaningful outcomes • Sets clear expectations and instructions across the team and department • Monitors the performance of others and ensures they are working towards meaningful goals • Implements performance management processes to drive accountability and results • Sets ambitious stretch targets, adjusting these in line with changes to club strategy 	
Making Decisions with Integrity	Experience d	<ul style="list-style-type: none"> • Makes the right call by the club, backing one's stance with clear rationale • Considers the integrity, vision and values of the club when making decisions • Communicates with honesty and transparency, being a person of one's word • Acts with integrity and accountability at all times • Champions selfless decision making, placing the club first at all times 	
Communicating with Impact	Experience d	<ul style="list-style-type: none"> • Effectively communicates the 'purpose' (strategy, goals and values) with impact to build momentum and club success • Delivers well structured messages in a credible and convincing way to best influence the desired outcomes • Tailors one's presentation style to suit and captivate the audience • Inspires effort across the club through optimistic and persuasive conversations 	
Caring for Others	Experience d	<ul style="list-style-type: none"> • Role models and advocates respect and inclusion for all others across the club • Swiftly and effectively manages inappropriate or disrespectful behaviour within the club • Acknowledges and demonstrates understanding of the challenges faced by others • Directs the team to appropriate support channels during difficult times 	

		<ul style="list-style-type: none"> • Allocates tasks and responsibilities with a strong consideration for the safety and wellness of others
Forming & Leveraging Relationships	Experienced	<ul style="list-style-type: none"> • Builds and maintains relationships and establishes shared goals with others • Proactively shares information across the club for mutual benefit • Handles conflict diplomatically to build harmony and trust • Encourages collaboration between teams , partners, customers and our community, adding value to the club
Building Effective Teams	Experienced	<ul style="list-style-type: none"> • Effectively uses delegation to develop the leadership skills of others • Tailors leadership approach to enable high performance across teams and the department • Coaches others to reach their personal and professional potential • Cultivates the strength of the club through building individual and team effectiveness
Cultivating Grit	Experienced	<ul style="list-style-type: none"> • Champions determination and persistence, exemplifying grit at all times • Sets a positive example on how to navigate through uncertainty and adversity • Ensures the team maintain forward momentum throughout hardships and difficulty • Actively cultivates hardiness and grit in others • Supports others to swiftly recover from failures, maintaining performance across all situations
Continuous Improvement	Experienced	<ul style="list-style-type: none"> • Consistently reviews club processes to drive continuous improvement, efficiency and operational excellence • Drives a culture of people growth through the provision of immediate and transparent developmental feedback • Champions the acceptance of new ideas throughout the department • Provides a forum for others to voice opinions and provide suggestions for the future advancement of the club • Leads the delivery of change outcomes, driving change acceptance across the department
Motivating Self & Others	Experienced	<ul style="list-style-type: none"> • Inspires others through own achievements and the achievements of one's team • Motivates others to succeed through readily praising and recognising of high performance • Promotes and empowers others to be proactive through a constant focus on initiative and positive action • Encourages swift action through the effective and appropriate delegation of work and responsibility