

Turkey Jobs Expertini®

Manager District - Retail

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Company: Adidas

Location: İstanbul

Category: other-general

Purpose:

Drive your district's profitability by:

Meeting or exceeding district sales and profit targets

Coaching sales team to drive commercial success and excel in customer service

Ensuring proper execution of established policies, procedures, initiatives and directives

Key Responsibilities:

Take full ownership of the district and its commercial success Ensure all established VM and ISC standards are consistently executed & maintained in the stores Planning sales increasing activities such as interstore competitions.

Analyze relevant data to probe and challenge the status quo with both Retail Back Office partners and Store Managers

Coach Store Managers to increase their stores' sales, productivity and profitability

Ensure the legal and financial integrity of the district's store portfolio

Drive a service and selling culture in the district

Spend focused time on the sales floor during store visits to determine service improvement opportunities and to coach the Store Managers

Be a Brand Ambassador, consistently exhibiting the Brand Attitude and Values

Ensure proper in-store Brand execution, according to established standards and directives, in all stores within the district

Facilitate the effective and timely delivery and execution of Foundational and Seasonal Brand and product training materials in the stores

Plan and prioritize structured store visits to maximize the district's performance

Dedicate a minimum of 4 days per week to completing store visits and ensure all stores in the district are visited at least once per month (exceptions must be approved by the Market DTC Director)

Ensure compliance with established policies, procedures, initiatives and directives, conduct performance and potential management tools for store employees

Assess and make recommendations to improve the commercial viability and availability of products for the district's stores

Manage loss prevention as well as health and safety risks

Lead the recruitment, on-boarding, training and development activities in the district

Own succession planning for the district

Ensure compliance to established HR policies and procedures

Create a high performance culture by setting clear expectations, analyzing performance and giving appropriate and prompt feedback, including actively managing poor performance

Coach, motivate and inspire Store Managers to accomplish store goals and maximize their individual performance, both face-to-face and remotely

Share best practices to drive overall Market and Global retail performance

Complete all applicable training programs and effectively apply the learning on the job

Seek coaching and learning opportunities to continually improve your performance KPI management and allocation of monthly sales target for stores Maintain good relations with landlords and mall managements Improve consumer relations and act as an intermediary during consumer related problems Follow-up on competitors and frequently report on their

activities Increase market activation and ensure adherence to retail marketing guidelines
Manage campaigns and promotions within district's stores Ensures stores' success on retail audits and make sure operational excellence standards are met Coordinate store openings, remodeling and closures. Responsible for mystery shopper results and improve service performance Ensure product availability, flag best/slow movers, initiate stock transfers and coordinate with merchandising team on replenishment needs Follow-up on in-season product performance and provide necessary feedback for purchase plans, involvement in NMM meetings Distribute sales objectives given for retail shops among each sales point monthly and category wise, determine the budget, inform store managers and follow the process and the results. Ensure FO's have enough stock and seek replenishment opportunities Develops ideas for increasing FO sales, plans campaigns, sets pricing for management's approval. Executes campaigns effectively with VM dept. Adheres to stock aging principles

Requisite Education and Experience:

Minimum 5 years' work experience in a sports/fashion customer and commercial focused retail environment with a minimum of 12 months of District Manager responsibility

Advanced numeracy, literacy and verbal communication skills

Geographical mobility

Fluency in English

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