



Updated: 14th August 2008

JOB DESCRIPTION

POSITION: Intrepid Store Manager
NAME:
DEPARTMENT: Retail
REPORTING TO: Intrepid Retail Brand Manager
DIRECT REPORTS: Travel Specialists
LOCATION:

POSITION PURPOSE:

The Store Manager heads the Store team and is responsible for customer service, day to day store management, team performance and training, and financial reporting and monitoring to ensure outstanding customer service and store profitability. The store manager is responsible for the monthly budgeted sales of the store and the specialists.

Accountabilities	Measure
Store profitability	Store Gross profit target Management of monthly Profit and Loss Statement
Provide Customers information on Product & destinations	Customer feedback ratings
Achieve annual and monthly budgeted \$ sales turnover for Store	Sales targets
Achieve annual budgeted \$ Insurance sales for Store	Sales targets
Maintaining Customer database	No. of new records per month
Events organisation and presentation	Sales per event New records on data base
Store Administration	Co-ordination of all admin tasks
Local area marketing	Sales per campaign
Visual merchandizing	Customer feedback ratings
Financial management	Completion of reports
Staff management	Staff performance ratings

KEY ACTIVITIES TO DELIVER ACCOUNTABILITIES

Accountabilities	Key Activities
Store Profitability	<ul style="list-style-type: none"> Development of sales initiatives and evaluating results Monitoring store financial performance and reporting to management
Provide Customers information on Product & destinations	<ul style="list-style-type: none"> Maintain up to date Product knowledge Service all customers promptly providing relevant information and assistance with booking trips
Achieve annual budgeted \$ sales turnover for Store	<ul style="list-style-type: none"> Make necessary reservations on Intrepid group and independent trips in all destinations and forward invoices Confirmations are chased if response not received the next day Payment allocation - prepare and forward updated invoices after deposits/full payments have been paid Prepare and dispatch documents for fully paid bookings via email Expired options and Late Payments reviewed daily Handle calls, and process all details for the booking including airfares and insurance
Achieve annual budgeted \$ Insurance sales for Store	<ul style="list-style-type: none"> Offer insurance on all bookings
Maintaining Customer database	<ul style="list-style-type: none"> Obtain listing of potential and current customers wherever possible Regularly review and ensure database (mailing list) is kept up to date

Local area marketing	<ul style="list-style-type: none"> • In consultation with GM, Business Strategy, plan and implement local marketing calendar of campaigns • Evaluate sales and ROI of each campaign
Visual merchandising	<ul style="list-style-type: none"> • Create and set up displays to support sales campaigns, events or marketing campaigns
Events organisation and presentation	<ul style="list-style-type: none"> • Devise and schedule events in line with local and global marketing calendars and campaigns • Attend and present at promotional events, providing customers with relevant information and assistance with booking trips
Store Administration	<ul style="list-style-type: none"> • Delegate or carry out tasks to ensure store is fully functional at all times • Resolve problems and when necessary liaise with Australian office • Duties include - housekeeping, cleaning, cash handling, computer systems maintenance and back-up, ordering supplies, paying accounts, monitoring functioning of equipment (multi-media, IT)
Financial management	<ul style="list-style-type: none"> • Ensure cash handling and recording of transaction procedures are followed • Cash and cheques banked at end of day • Weekly and monthly reports completed.
Team management	<ul style="list-style-type: none"> • Manage recruitment, in-store training and coaching, team rosters, performance reviews, and performance pay according to Intrepid procedures • Organise and implement product knowledge training for all staff to ensure current knowledge of all Intrepid destinations and products is held within the store

QUALIFICATIONS AND EXPERIENCE

Experience within the retail travel industry

Experience in managing a small team

Personal and/or professional travel experience to Intrepid destinations

Experience working with computer booking systems – Sabre and/or Galileo advantageous

Travel industry qualifications advantageous

OTHER SKILLS AND ATTRIBUTES

Passion for travel in the Intrepid style

Outstanding customer service & conflict management skills

Strong problem solving & decision making abilities

Sound organisational skills and attention to detail

Excellent verbal and written communication skills

Ability to delegate and organise others

An understanding of and belief in Intrepid's Responsible Travel philosophy

Friendly and flexible team player

Responsible and reliable

OTHER REQUIREMENTS

To attend monthly store meetings outside trading hours

To resolve store emergencies out of hours

To work flexible shifts and hours