

# Role Profile

## What are you here to do?

You will lead our retail teams ensuring we offer an *unrivalled sofa experience* to our customers by rolling out the red carpet and delivering a truly special experience for our *very important customers*.

## How will you do it?

At Sofology our *values underpin everything* we do so we expect you to be living and breathing our values every day.

Working as a team is super important to us so working together will help you succeed.

## How will I know if I am doing a good job?

It goes without saying that your manager will keep you up to date with your performance. But at Sofology we keep it simple, you will know you are doing a good job by delivering against the measures on your scorecard. Click [here](#) for a copy of the scorecard.

## Job Title - Head of Stores

## Job Family - G



- Driving high performance across all stores and delivering against our goals
- Researching and innovating to support future modernisation of stores, with the aim of flexing to customer buying behaviours. So, they can shop in the way that they want to.
- Leading the strategic direction for stores with a relentless approach to continuous improvement
- Unwavering commitment to offering an unrivalled sofa experience to every customer that comes in to our stores
- Delivering excellent NPS results in all of our stores.



- You need to be easy going, and just generally great to work with. Everyone has a voice so communicating in the right way, but not overpowering is super important
- Take a human approach to the way you lead your teams
- Your passion is naturally contagious and brings your team along the journey with you
- Not afraid to be assertive and challenge when you feel it's warranted, just do it in the right way
- We're down to earth, so it's important you are too
- Identify top talent within our stores teams to ensure we are developing the Head of stores of the future
- Instilling and embedding a coaching culture at all levels across the retail estate
- Being a champion for our inclusion agenda - we're an inclusive business and that's who we are
- Leading a team of Regional Managers



- Pushing the boundaries of sofa retailing to support in the delivery of our plans by having a market disruptive mindset
- Having a no limits approach to enhancing the customer experience and never settling for second best
- Delivering excellent scores on our Your Say Survey
- Ensuring our stores are compliant and do things in the right way
- Ensuring delivery of our store based goals and indicators and never missing an opportunity to make things better
- Work closely with our brand team to support with driving footfall into our stores and thinking of innovate ways we can attract more customers

# Who are we looking for?

## The Essentials...

Multi-site retail management experience

Experience of leading high performing teams to achieve and exceed a multitude of targets

Experience of delivering and landing large projects

Industry leading coaching and development skill set

Ability to influence at a Senior level

A passion for innovating and change management

Proven success at delivering exceptional customer service standards

