

The Hungry Guest

RETAIL SHOP MANAGER

THE HUNGRY GUEST, PETWORTH

About The Role

We are seeking to hire a full-time Retail Shop Manager to lead our artisan food shop. The successful candidate will provide guidance and manage the shop team. The Shop Manager will oversee the day-to-day operations of The Hungry Guest food shop in conjunction with the Assistant Manager and the team.

The role of the Shop Manager is to ensure the shop and its operations run smoothly and successfully, to delight the customers and manage all key performance indicators by achieving all responsibilities of the job description. They will be accountable for the shop's customer service levels as well as staffing requirements and needs, including but not limited to creating staffing schedules, staff training and recruitment as well as new starter inductions and training. The Manager is responsible for stock inventory, promotions, and sales, in store events, and tastings.

The individual in this role will be required to work with the wider management team, and must be able to manage pressures from the business and various stakeholders, prioritising work to ensure effective delivery.

About Petworth Places

Petworth Places is made up of several teams of dedicated people building a destination hospitality and food and beverage business with Stay, Dine, Explore at the heart of the business. Our core businesses are located in the beautiful South Downs market town of Petworth, West Sussex, and the historic market town of West Malling in Kent.

Established in 2010, the group comprises a multiple-award-winning food brand, The Hungry Guest (a double winner of UK delicatessen and farm shop of the year), E Street Bar & Grill, and The Angel Inn (with seven premium guest rooms and two luxury self-catering townhouses – Ryde House and East House). The group also includes Augustus Brandt, an interiors and antiques business, the Petworth Antiques Market (a group of 43 antiques dealers) and Newlands House Gallery, a modern and contemporary art gallery and exhibition space.

Our accolades include E Street Bar and Grill being awarded best restaurant in the South East in 2019 and The Angel Inn being awarded best pub in West Sussex in 2022. E Street Bar and Grill joined the global Chaine des Rotisseurs in 2022. In 2019 we established a new wedding venue and events business which is growing steadily and in 2022 we launched our wine series events at E Street Bar and Grill, which has been a great success.

Responsibilities

The Retail Shop Manager will be responsible for:

People Management

- Manage staff in an open and approachable manner to assist in maximising staff retention
- Train, motivate, and drive the team to deliver slick efficiency with warmth and charm
- Provide conflict resolution
- Understand scheduling and staff level needs and create cost effective rotas in a timely manner
- Create and post shop rotas in a timely and efficient manner
- Ensure all legislative training is completed within the required time scale and recorded in the staff training records
- Manage the coordination of staff on-the-job training and create team players with excellent customer service skills
- Evaluate and conduct refresher training for staff members when needed

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- Champion internal promotions and incentives
- Train staff to confidently sell food and drink and make recommendations and upsell where appropriate
- Use consistent practices when managing staff and ensure that the rest of team gets the appropriate feedback
- Complete required paperwork and update relevant systems regarding staff sickness and/or absence
- Liaise with Human Resources regarding recruitment of new team members: complete and submit relevant employment paperwork in a timely manner
- Manage the induction of all new staff according to company policies and procedures and provide the correct standard of company training
- Complete probation reviews, regular one-to-one check-ins and biannual reviews.
- Manage paperwork and any communications with Human Resources around employees leaving the business
- Ensure all relevant Human Resources paperwork is completed and stored according to GDPR (General Data Protection Regulations legislation).

Workplace Operations

- Be fully responsible for all shop operations
- Manage stock inventories, control wastage and source new suppliers
- Manage profit margins
- Be strategic about planning the range of stock, particularly for key seasonal times such as Easter and Christmas
- Order stock using commercial awareness, and taking into account weather, events, seasonality, etc.
- Be aware of commercial trends in the market and local competition.
- Manage Bi Annual Hungry Guest street party in conjunction with production kitchen and marketing team

Customer Awareness

- Be the senior managerial interaction for customers to resolve customer complaints, address customer concerns and explain company policy
- Understand who the customers are, including their expectations and needs, and establish and maintain a relationship/ rapport with them
- Seek and action customer feedback at all opportunities; effectively deal with and learn from complaints
- Implement correct company service standards; monitor and drive for continuous improvement
- Project a positive, professional and friendly image to customers and employees, providing customers with an experience that will ensure they return.
- Manage our Hungry Guest loyalty programme

Health & Safety and Quality Assurance

- Ensure a safe workplace by identifying health, safety and hygiene hazards and take corrective action
- Ensure staff comply continually with all legislation regarding Health & Safety, fire safety, food safety and licensing law
- Ensure strict adherence to manufacturers' instructions of safe use of all equipment by all team members; understand any risks involved in operating machinery and other equipment
- Instruct employees on specific safe work practices (use of proper footwear, cleaning up after spills, etc.) and ensure policies are adhered to at all times
- Ensure the timely completion and storage of all HSE, HACCP Plan and Food Safety paperwork
- Monitor the maintenance of the shop and its equipment on a regular basis and report faults
- Ensure the shop is kept to a high standard of cleanliness throughout the day and on close of business
- Maintain high standards of hygiene throughout the day by adherence to and creation of daily, weekly, monthly cleaning routines.

Service Delivery

- Constantly deliver a great customer experience through the team by leading and inspiring from the front
- Sense customer needs and quickly respond to maximum satisfaction (i.e. service co-ordination and timely execution)
- Co-ordinate resources for special events
- Implement correct company service standards, monitor and drive improvements
- Manage the security of cash, product and equipment while on duty
- Create a positive, cohesive, friendly and fun working environment

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Financial Management

- Achieve and exceed budget targets
- Ensure all payment procedures (in particular cash handling) are adhered to and performed in an accurate and precise manner
- Write staff rotas that are in line with business levels and appropriately control staff costs: ensure staffing levels are in line with revenue and requirements.
- Communicate cost issues/financial status to all in the team to increase involvement and commitment
- Create statements and demonstrate full understanding of the profit and loss accounts: identify and solve any problems that affect sales and profit
- Perform the shop's End of Month reports in a timely and accurate fashion

Marketing

- Ensure that marketing material (leaflets, posters, membership loyalty programme etc.) is of the required standard and displayed within the appropriate time frame
- Lead the team in any promotions and marketing projects, follow the company's sales plan and implement promotions
- Promote shop merchandise and company branded products, prioritising The Hungry Guest brand in all areas
- Manage online sales strategy
- Liaise with our market gardens and butchery colleagues to ensure sales and promotion of our brand

Communication

- Display strong communication and interpersonal and decision-making skills understanding team building concepts and techniques
- Collaborate with the Assistant Manager on employee and customer service needs
- Ensure an accurate and timely cascade of information to all staff
- Attend monthly P&L reviews to report on performance of the business, trends and influences on them
- Ensure good daily communication between management team with comprehensive end of shift handover reports

Additional Responsibilities

- This document is not intended to be an exhaustive list. Additional responsibilities may arise as the incumbent continually develops and grows the business

Experience and Qualifications

The successful candidate will possess the following:

Education, Experience and Licensing Requirements:

- A minimum of 2 years in a retail or similar environment
- Great people management skills
- An understanding of P&Ls
- Good command of oral and written English
- Excellent computer skills: word, excel and external programs
- The ability to communicate effectively with internal and external contacts

Desired Qualifications:

- A keen desire to learn about artisan foods
- A personal liquor licence
- Negotiation skills
- Knowledge of the local area and food provenance

Core Competencies

Accountability

- Demonstrates and communicates a high level of ownership and commitment to achieving results, accepts responsibility for behaviour and job-related tasks and establishes an agreement on how success will be measured.

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Communication

- Listens, speaks and writes clearly and concisely; provides useful and timely information to people by choosing the most appropriate method of communication and tailoring the message for the intended audience.

Client Service Orientation

- Establishes mutual expectations with clients to ensure satisfaction, going above and beyond to help build a strong relationship. Shows care and timeliness when dealing with client requests; is keen to offer assistance before a request is created.

Planning

- Uses effective methods to determine priorities, set goals and create plans. This includes the ability to organise oneself to complete routine tasks and prepare daily, weekly and monthly plans. Is able to establish priorities based on knowledge of the organisation.

Problem Solving

- Takes a systematic approach to solving problems rather than reacting to symptoms. Recognises problems quickly and uses good judgment, common sense and past experience and knowledge to act appropriately and efficiently.

Other Important Traits

Just as important as the technical requirements of the job are the less tangible elements that will help the right candidate achieve outstanding results:

- Passion for food, quality ingredients, and travel
- Interest in heritage, culture, craftsmanship, and artisanal excellence
- Leadership and demonstrable teamwork skills
- Friendly and accommodating manner, with excellent interpersonal, written and oral communication skills
- A good balance between strategic planning and hands-on delivery
- Creative 'outside of the box' thinking
- Ability to influence at a senior level to secure strategic partnerships
- Diplomacy to have difficult conversations as needed

Key Relationships

Internal: CEO, Marketing, Finance, HR, Food Production Manager, Location Managers

Direct Reports: Assistant Retail Manager, Supervisors, Administrator, Retail Advisors

External: Industry Partners, Customers, Local suppliers, Local Businesses

Key Performance Indicators

The following results will be indicative of strong performance:

Within 6 months

- Develop a clear sales strategy, online and in store, to promote The Hungry Guest brand and monitor the team's performance and engagement monthly
- Agree and achieve a P&L
- Review all current stock lines and reduce these by 20%

Within 12 months

- Create a strong and focused development plan for team, focusing on areas that will enhance business and people growth
- Develop and agree a strong financial plan for the year

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- Develop a seasonal events programme together with marketing to include tasting sessions, promotions, collaborations, and the bi annual street party.

We Offer

- Competitive salary
- Staff discounts at all group outlets
- Employee Assistance Programme
- Free admission to Gallery exhibitions for employees
- Discounted membership to Newlands House Gallery
- Holiday entitlement of 28 days per annum including Bank Holidays (for full time roles)
- Learning and development opportunities

Location: The Hungry Guest, Petworth, West Sussex

Employment Type: Permanent, Full Time

To Apply: Please send your CV and cover letter to recruitment@petworthplaces.com