**Job Description Template: Head of Retail**

Location: [City], [Town]  
Position Type: Full-time

Department: [Department]  
Reports to: [Role]

**About Us**

[Company Name] is a dynamic and innovative retail brand that [briefly describes your company's mission or vision]. With a commitment to providing exceptional products and services, we are seeking an experienced Head of Retail to lead our retail operations and drive growth across our stores.

**About the Role**

As the Head of Retail at [Company Name], you will be responsible for overseeing the strategic direction and day-to-day operations of our retail outlets. You will play a key role in developing and executing retail strategies, driving sales, and ensuring an outstanding customer experience. The successful candidate will provide leadership to a team of store managers and collaborate with cross-functional departments to achieve overall business objectives.

**Key Responsibilities:**

* Develop and implement strategic plans to achieve sales targets and maximise profitability across all retail outlets.
* Provide leadership and guidance to a team of store managers, ensuring effective communication and alignment with company goals.
* Analyse market trends, customer behaviour, and competitor activities to identify opportunities for growth and improvement.
* Oversee the development and execution of merchandising strategies to enhance the visual appeal and market positioning of products.
* Collaborate with marketing and promotional teams to create and implement effective campaigns to drive foot traffic and sales.
* Ensure consistent and exceptional customer service standards are maintained across all retail locations.
* Monitor and manage inventory levels, ensuring optimal stock levels and minimising excess or obsolete inventory.
* Implement and maintain operational policies and procedures to ensure efficiency and compliance with company standards.
* Drive initiatives to enhance employee engagement, training, and development within the retail team.
* Prepare regular reports on retail performance for executive leadership.

**Knowledge and Skills Needed**

* Proven experience in a senior retail management role, with a track record of successfully leading retail operations.
* In-depth knowledge of retail industry trends, customer behaviour, and market dynamics.
* Strong leadership and team management skills, with the ability to inspire and motivate a diverse team.
* Strategic thinking and the ability to develop and execute effective retail strategies.
* Excellent analytical and problem-solving skills.
* Exceptional communication and interpersonal skills.
* Familiarity with retail technology, point-of-sale systems, and data analytics.

**Person Specification**

We are seeking an experienced and strategic-minded individual with a passion for retail leadership. The ideal candidate will possess the following attributes:

* Leadership: Proven ability to lead and inspire a retail team to achieve goals.
* Strategic Thinking: Ability to develop and execute effective retail strategies.
* Customer Focus: Commitment to delivering an exceptional customer experience.
* Analytical Skills: Strong analytical and problem-solving abilities.
* Communication: Excellent verbal and written communication skills.
* Adaptability: Ability to adapt to changing market conditions and business priorities.

**What's in It for You**

* Competitive salary and performance-based incentives.
* Opportunities for career growth within a reputable retail brand.
* Access to [specific perks, training or additional benefits your company provides].
* Work within a team that is passionate about [mention company values or mission].
* A positive and collaborative work environment.
* Employee discounts on our products/services.
* Contribution to shaping the future of retail operations for [Company Name].

Join our team at [Company Name] and lead the charge in shaping the success of our retail operations. If you have a passion for retail leadership and the skills to drive growth, we invite you to apply and be part of our dynamic organisation.

This template is flexible and can be customised to align with specific company details, such as location, reporting structure, and additional qualifications.