Job Description: Sales Manager (Retail Shop)

Retail Operations · Full-time · Store-based

Sunrise Retail Group (fictional company, for illustration)

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Prepared by	Human Resources
Approved by	Chief Operating Officer

1. Position summary

The Sales Manager leads the daily sales performance of one retail shop. The role is accountable for achieving monthly sales and margin targets, coaching a team of sales associates and cashiers, keeping the shop well stocked and presented, and delivering a consistently excellent customer experience.

2. Position details

Job title	Sales Manager – Retail Shop
Department	Retail Operations
Reports to	Area Manager
Direct reports	8 to 12 (sales associates, cashiers, stock keeper)
Work location	Retail shop, main branch
Employment type	Full-time, 48 hours per week including weekends and peak seasons
Grade / band	M2

3. Key responsibilities

Area	Main responsibilities
Sales and revenue	Achieve monthly sales, margin and average basket targets; analyse daily sales and take corrective action; plan promotions with the Area Manager; negotiate bulk and corporate orders within approved limits.
Team leadership	Recruit, train and coach sales associates; prepare weekly shift rosters; set individual targets and give regular feedback; handle attendance, discipline and performance reviews fairly and in line with company policy.
Shop operations	Open and close the shop safely; manage cash handling, banking and till reconciliation; check stock levels, raise purchase requests and supervise stock counts; keep the shop clean, safe and merchandised to company standards.
Customer experience	Serve customers personally when needed; resolve complaints, returns and exchanges within policy; build relationships with regular and key customers; collect customer feedback and act on it.

Area	Main responsibilities
Reporting and compliance	Submit daily sales and weekly stock reports; follow pricing, discount, refund and health-and-safety procedures; protect company assets and prevent loss and theft; comply with labour law and company policies.

4. Performance measures (KPIs)

Measure	Target	Review
Monthly sales against target	100% or more	Monthly
Gross margin	32% or more	Monthly
Average basket value	5% higher than last year	Monthly
Customer conversion rate	25% or more	Weekly
Stock loss (shrinkage)	0.8% of sales or less	Quarterly
Customer satisfaction score	4.5 out of 5 or more	Quarterly
Staff turnover	15% per year or less	Yearly

5. Qualifications and experience

- Bachelor's degree or diploma in business, marketing or a related field (or equivalent experience).
- At least 4 years in retail sales, including 2 years supervising a team.
- A proven record of meeting or exceeding sales targets.
- Experience with point-of-sale and inventory systems.
- Good spoken and written English; another local language is an advantage.

6. Skills and competencies

- Leadership and the ability to motivate a team.
- Negotiation and persuasion.
- Numeracy and clear reporting.
- Customer focus and practical problem solving.
- Organisation and time management.
- Integrity and honesty with cash and stock.

7. Authority limits

Decision	Authority
Discounts up to 10%	Sales Manager
Discounts from 10% to 20%	Area Manager approval required
Customer refunds up to 500	Sales Manager
Overtime for staff	Pre-approved by the Area Manager

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Decision	Authority
Hiring and dismissal	Sales Manager recommends; Human Resources decides

8. Working conditions

The role is based in the shop. It involves standing for long periods, lifting light stock, and flexibility to work weekends, public holidays and extended hours in peak seasons. Annual leave and benefits follow the employment contract and company policy.

9. Review of this document

This job description is reviewed once a year and may be updated as business needs change. Management may reasonably adjust duties to meet business requirements.

Acknowledgement: I have read and understood this job description and agree to carry out the duties described.

Employee: name, signature, date

Area Manager: name, signature, date

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