

Position Description

AREA MANAGER

The aim of this role is to effectively assist Shingle Inn stores to increase sales and profitability, to ensure Shingle Inn systems and procedures are consistently upheld and to ultimately strengthen the Shingle Inn Brand.

Key Performance Indicators (KPI's)

- Applicable to all stores under your direct area management:
 - Same Store Sales Growth – achieve minimum 3% increase. Reviewed every month ongoing. Evaluated every 6 months.
 - Compliance – achieve minimum of 75% of stores with score of 80% (or better) on Business Success Checklist & Business Building Opportunities assessments. Evaluated every 6 months
 - Customer Service – ensure implementation and improvement of training programs and customer service programs in consultation with Area Manager responsible for training
 - Coffee – ensure stores have a minimum of 4 registered baristas, in consultation with Area Manager responsible for coffee. Evaluated every 6 months.
 - Profitability – training and store management outcomes to achieve store results: Gross Pross @ 73% or better; and Wages @ 26% or better
- Ensure the supply of all reporting requirements

Key Responsibilities:

Communication

- Report directly to National Operations and Brand Manager
- Liaise with Franchisees, Operations Team, Suppliers (as required) and National/Franchise Office Departments (as required)
- Conduct store visits and undertake written performance reviews in accordance with Shingle Inn processes
- Distribute relevant and accurate information to stores on a timely basis so as to ensure the most efficient operation of the business

Culture & Brand

- Ensure the Company Values are instilled in all levels of the Company as the foundation of how we operate our business
- Encourage and actively develop initiatives that improve teamwork and build a productive team environment
- Manage the Brand in all areas of the business and ensure that the integrity of the Brand is never compromised (incl. but not limited to uniforms, signage, packaging, printed crockery and serviettes, store and food presentation, core products)

Operations

- Provide clear direction to Management and Colleagues in all facets of day-to-day business operations

- Assist in developing and ensure implementation of initiatives that provide both immediate and long-term growth for the business
- Ensure all Company systems and procedures are being implemented and followed at all times
- Maintain a secure and safe work environment at all times.

Customer Service

- Ensure all Franchisees, Management and Team Members are striving to exceed customer expectations at all times and actioning the Shingle Inn 'Inn Love' Program
- Monitor and instruct stores on service speed, accuracy, customer interaction, and attention to detail

Marketing & Advertising

- Ensure the effective and timely implementation of all marketing and promotional activities
- Contribute new promotional ideas and proposed detail of execution (in coordination with the Marketing Department)
- Ensure that all database/loyalty programs are being implemented and relevant information is being collected and supplied to the Marketing Department as required
- Provide structured feedback/debrief on promotional activity (as requested)

Quality Assurance

- Maintain documented processes to ensure quality assurance
- Ensure a high level of hygiene & product handling measures are implemented by all stores at all times
- Contribute to the innovation and development of new and existing products

Training & Mentoring

- Ensure all store Managers/store Team Members are fully inducted and all relevant paperwork is complete and up to date.
- Provide ongoing guidance to Store Management to improve operational performance
- Work with the Store Manager/Supervisor to ensure delivery and coordination of remedial training
- Ensure all training activity is communicated to relevant department internally
- Assist with the development (in coordination with Senior Management) and implementation of training programs for all Franchisees, Store Management and Team Members
- Maintain a high level of industry knowledge and trends

Store Presentation

- Ensure merchandising of all cake, food and beverage cabinets is continuously kept at Shingle Inn standards
- Constantly monitor store cleanliness and provide feedback on cleaning lists to stores (as required)
- Provide feedback on day-to-day store maintenance requirements and address issues immediately (in more significant instances provide detailed information to Senior Management)

Financial Management

- Ensure all supplied budgets are either achieved or results are better than budgeted
- Maintain constant vigilance with regard to banking and store cash handling procedures
- Ensure all Company financial systems and procedures are being implemented at all times

Regulatory & Internal Compliance

- Maintain strict confidentiality of all information relating to Shingle Inn and other Associated entities
- Ensure all Local, State & Federal legislation and regulations are strictly adhered to (incl. but not limited to WH&S, Liquor Licensing, Food Health & Safety etc)
- Possess a clear understanding of Induction documentation and processes

Reporting Requirements

- Weekly – provide World Class Service Assessment results to individual franchisees, Franchise Administration Assistant and National Operations & Brand Manager within 48 hours of store visit
- Weekly – provide Store Visit notes and Business Success Checklist results to individual franchisees, Franchise Administration Assistant and National Operations & Brand Manager within 48 hours of store visit
- Weekly – attend Monday Morning Team Communications meeting (in person or via skype)
- Weekly – provide feedback on areas of improvement that can be focused on to improve network consistency (via Operations Monday Morning Meeting)
- As required – report significant breaches of Shingle Inn standards with details and photographs to National Operations & Brand Manager within 24 hours of store visits to ensure timely supply of Notice To Remedy letters to uncompliant store
- Monthly – provide a summary of additional training undertaken or issues that have been followed up in addition to regular monthly store visits
- Ongoing – Provide all correspondence from Councils or Government bodies
- Any other additional reports as requested

N.B. This position description is subject to alteration to allow for the dynamic nature of the business and other duties may be required as is needed.

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