

Job description

Job details	
Job title: Outlet Executive - Retail	Line Manager title: Sales & Marketing Manager
Grade:	Direct reports: Outlet Assistants / Cashiers / Store Clerks
Department: Commercial	Location: Outlet Location
Job summary	
The Outlet Executive - Retail will lead and manage the day-to-day operations of the retail outlet, ensuring excellent customer experience, effective merchandising, accurate inventory control, and achievement of sales targets. The position oversees sales, staffing, cash management, and brand presentation in alignment with company policies and the wider marketing and commercial strategy. The role contributes directly to revenue growth, customer loyalty, and the visibility of the Company's textile and garment products.	
Roles and responsibilities	
1. Retail Operations & Sales Management - Lead daily outlet operations, ensuring smooth customer flow, sales efficiency, and compliance with company procedures. - Drive achievement of monthly and quarterly sales targets through effective team performance and promotional execution. - Implement retail sales strategies, cross-selling, and up-selling initiatives to maximise revenue. - Monitor customer preferences and feedback to inform product mix and merchandising plans. - Maintain visual merchandising standards and ensure store displays reflect brand identity.	
2. Customer Experience & Service Quality - Ensure high standards of customer service and product knowledge among all staff. - Handle escalated customer queries, complaints, or returns promptly and professionally. - Promote a service culture that encourages repeat business and brand advocacy. - Train and coach sales assistants on customer engagement, communication, and product presentation.	
3. Inventory & Stock Control - Oversee receipt, display, and sale of products, ensuring accuracy in inventory records. - Conduct daily and monthly stock counts and reconcile variances. - Monitor stock levels, fast- and slow-moving items, and communicate replenishment needs to the Sales & Marketing and Warehouse teams. - Ensure proper documentation of all stock movements (GRNs, transfers, returns). - Maintain safe storage and handling of merchandise, especially delicate or high-value items.	
4. Financial & Administrative Oversight - Supervise point-of-sale (POS) operations, ensuring accuracy in transactions, billing, and cash handling. - Reconcile daily sales, cash, and bank deposits, submitting reports and supporting documentation. - Monitor and control operational expenses within approved budgets. - Prepare daily, weekly, and monthly outlet performance reports (sales, footfall, customer feedback). - Ensure compliance with company policies on pricing, discounts, and authorisation limits.	
5. Marketing & Brand Promotion - Execute outlet-level marketing initiatives, displays, and seasonal promotions in coordination with the Sales & Marketing Department. - Gather and report customer insights, competitor activities, and market trends. - Participate in community and brand engagement events to increase visibility. - Support the implementation of loyalty programs and customer engagement campaigns.	

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6. People Leadership & Performance

- Supervise, motivate, and evaluate retail staff performance.
- Prepare shift rosters and manage leave schedules to ensure adequate coverage.
- Train and coach team members on product knowledge, POS usage, and customer service.
- Foster teamwork, discipline, and adherence to company values.
- Promote a safe, inclusive, and positive working environment.

7. Compliance, Safety & Housekeeping

- Ensure the outlet complies with company health, safety, and environmental standards.
- Maintain cleanliness, order, and presentation of the outlet, storage, and surrounding areas.
- Enforce loss-prevention measures and ensure security of stock, cash, and company assets.
- Conduct regular facility inspections and report maintenance needs.

Academic and professional qualifications

- Diploma or Bachelor's degree in Business Administration, Marketing, Retail Management, or a related field.

Work experience

- Minimum 5 years' experience in retail operations, at least 2 in a supervisory or managerial role.
- Proven track record in sales, merchandising, and customer service, ideally in textiles, apparel, or FMCG sectors.
- Knowledge of inventory control, cash management, and retail systems (POS, ERP).
- Excellent leadership, interpersonal, and communication skills.
- Strong numeracy, reporting, and analytical ability.

Technical skills and behavioural competencies

- Retail Sales Management - Skilled in driving sales, achieving targets, and motivating teams.
- Customer Orientation - Passion for excellent service and building lasting customer relationships.
- Inventory & Cash Control - High accuracy in managing stock and financial transactions.
- Visual Merchandising - Eye for presentation, brand consistency, and store aesthetics.
- Leadership & Team Development - Strong ability to coach and develop front-line staff.
- Analytical Thinking - Uses sales data and customer insights for decision-making.
- Communication - Clear, persuasive, and professional in customer and staff interactions.
- Integrity & Accountability - Upholds ethical standards and financial transparency.
- Adaptability - Flexible to manage fast-paced retail environments and changing priorities.

Sign off

Job holder name:	Signature: _____	Date: _____
Line Manager name:	Signature: _____	Date: _____
Secondary reviewer name:	Signature: _____	Date: _____