

## Retail Development Manager

**Locations:** Bournemouth, Cardiff, Cheltenham and Durham Showrooms

**Work Schedule:** Three days in a showroom, one day in the head office (Exeter) and one day working from home per week

**Salary:** £55,000 OTE + Company Car / Car Allowance

### About the Role:

Are you passionate about developing people and transforming retail spaces into high-performing showrooms that drive sales growth? We are looking for a Retail Development Manager to lead staff mentoring, implement key processes, monitor KPIs and set clear objectives—all designed to enhance sales performance and customer experience.

This role is about elevating showroom standards—ensuring teams are fully trained, processes are consistently followed and expectations are met. Your goal is to create structured, high-performing retail environments where every showroom has the tools and support needed to succeed.

### Key Responsibilities:

- Train, coach, and mentor store management and staff to excel in key sales and showroom processes.
- Develop and implement a structured Retail Best Practice Guidebook around sales and customer processes.
- Ensure showroom presentation, customer experience and sales processes are executed consistently.
- Hold teams accountable to high performance and operational excellence.
- Identify gaps in training, skills or processes and provide hands-on support to resolve them.
- Analyse showroom performance data to identify key areas for improvement.
- Work closely with senior management to drive sustainable sales growth.

### What We're Looking For:

- A structured, process-driven leader who ensures standards are met and exceeded.
- Excellent coaching, training and mentoring skills.
- A high-energy, hands-on approach with a keen eye for detail and operational excellence.
- Ability to hold people accountable while also supporting and developing them.

## CLAY & ROCK

### JOB DESCRIPTION

**JOB TITLE:** RETAIL DEVELOPMENT MANAGER

**DEPARTMENT:** RETAIL

**BASED:** 3 DAYS IN A SHOWROOM (CARDIFF, BOURNEMOUTH, CHELTENHAM OR DURHAM)  
1 DAY AT HEAD OFFICE (EXETER), 1 DAY WORKING FROM HOME

**REPORTS TO:** SALES AND MARKETING DIRECTOR

#### **PURPOSE OF THE ROLE**

As Retail Development Manager, your primary focus will be driving improvements within specific showrooms by ensuring that staff, processes, and customer experience meet the highest standards. This role is hands-on, with a strong emphasis on training, accountability and operational execution. Working closely with showroom teams and the Operations Retail Manager, you will mentor staff, implement structured processes, and enhance overall performance to drive sales growth. You will also provide regular updates and insights to senior management and the board, ensuring a clear view of showroom performance and areas for improvement.

#### **MAIN RESPONSIBILITIES**

- **Staff Development & Training:** Coach, mentor, and train showroom managers and teams, ensuring they have the skills and motivation to deliver strong sales performance and excellent customer service.
- **Process Implementation:** Develop and enforce structured best practices for sales, customer experience, and operational efficiency, ensuring consistency across all assigned showrooms.
- **Performance Management:** Set clear performance expectations, monitor KPIs, and hold teams accountable for achieving targets.
- **Customer Experience & Sales Excellence:** Ensure showrooms uphold high presentation and service standards, driving customer satisfaction and retention.
- **Data Analysis & Reporting:** Regularly review store performance metrics, identifying trends and areas for improvement. Provide reports and insights to senior leadership.
- **Collaboration with Operations Retail Manager:** Work alongside the Operations Retail Manager to align on operational goals and ensure seamless execution of key initiatives.
- **Retail Environment Optimisation:** Identify gaps in training, skills, or processes and implement hands-on solutions to address them.
- **Retail Recruitment:** Oversee recruitment for the showrooms, ensuring we build teams that align with and represent the brand we are striving to create.
- **Senior-Level Communication:** Join senior meetings and prepare, present, and discuss updates, reports, and recommendations on showroom development progress.

## **HEALTH AND SAFETY**

- Endorse and promote a positive and conscious health and safety culture within the Company. Ensure always take reasonable care of their own health and safety and that of others who may be affected by their acts or omissions.
- Ensure compliance with all health and safety, quality and human resource policies and procedures of Original Style.

## **PERSON SPECIFICATION**

### **Key Attributes:**

- A structured, process-driven leader who ensures high standards are met and exceeded.
- Strong coaching, training, and mentoring abilities.
- A hands-on, high-energy approach with attention to detail and operational excellence.
- Ability to hold people accountable while also fostering their development.
- Data-driven mindset with the ability to assess performance and implement improvements.
- Strong communication skills, both written and verbal, including reporting and presentations.
- Ability to work collaboratively across different teams and levels of seniority.

### **Experience & Requirements:**

- Proven track record in retail management, staff development, and operational execution.
- Minimum of 5 years' experience in a customer-facing retail role, with a focus on performance improvement.
- Experience working across multiple retail locations.
- Commercially minded with a focus on driving measurable improvements.
- Full UK driving licence required.

### **Personal Attributes:**

- A natural leader with a proactive and results-driven mindset.
- Passionate about people development and creating a high-performance culture.
- Confident, persuasive, and able to challenge constructively.
- Positive, enthusiastic, and highly motivated.