



## **Co-manager - Job Description**

### **Overview**

The role of the Co-manager is to assist the Store Manager in leading the operational execution of the store to ensure exceptional customer experiences and drive profitable top-line sales growth. Co-managers drive personal sales and SPAH performance by supporting the Store Manager in demonstrating and coaching to the La Senza selling behaviors to create a high performance selling culture within their team and achieve the stores sales goals. They live our values and represent the brand in their behaviors.

### **Role and Responsibilities**

- Support Store Manager in creating a store environment that is focused on consistently delivering exceptional, positive, in-store customer experiences and demonstrate company selling behaviors
- Assign Customer Sales Lead (CSL) segments and working shifts to sales leadership team
- Participate on the sales leadership team by coaching and developing associates to the Company's selling behaviors
- Manage and resolve customer relations issues
- Support recruiting, hiring, and onboarding processes to ensure the store is fully staffed to Company's guidelines.
- Support the talent management lifecycle of Sales Associates, including assessment, training, retention, career development, succession planning and recognition
- Lead and delegate, as appropriate, the execution of all company initiatives
- Promote and create a positive work environment, and effectively resolve associate relations issues
- Support management of the payroll budget, target wage rate and other controllable expenses
- Support the physical inventory process and support the physical inventory process and other store the strategies to reduce shrink
- Follow standard operating procedures, including damages, transfers and other compliance-related items
- Ensure compelling visual merchandising strategies and presentation standards are achieved and maintained, including identifying and executing sell down strategies
- Analyze the business and create /communicate (SMART) action plans that optimize results and ensure effective execution of all operational activities

- Support the Store Manager in creating weekly schedules, managing store payroll budget and controllable expenses
- Ensure replenishment processes are efficient and the sales floor is full and abundant with all styles, colors, and sizes represented in conjunction with executing the brand guide
- Support and reinforce all activities related to providing a safe working environment
- Ensure that housekeeping and maintenance of store is executed properly
- Lead with professionalism and behaviors guided by the company values

## Qualifications

- Ability to foster an environment of exceptional customer service and optimize the Company selling model
- Ability to effectively delegate, follow up and communicate with all levels of the organization
- Ability to assess talent, coach, develop and manage performance
- Business acumen with strong strategic and analytical skills
- Previous management or supervisory experience
- Schedule flexibility to include evenings and weekends
- Ability to manage complex and competing priorities through time management and organizational skills
- Professional demeanor that reinforces brand and company standards

## CM Competencies

The Co-manager roles and responsibilities reference the behaviors required to perform the role of CM. CM competencies provide guidance on HOW to execute those roles and responsibilities.

<p><b>Influence and Inspire Others &amp; The Organization</b></p> <ul style="list-style-type: none"> <li>Consistently recognizes individual and team performance to foster a positive and rewarding environment.</li> <li>Supports and executes the vision set by leaders through clear direction.</li> <li>Does not hesitate to share his/her point of view or recommendations effectively and appropriately, even when different from others.</li> </ul>	<p><b>Drive Operational Excellence</b></p> <ul style="list-style-type: none"> <li>Creates a disciplined culture that focuses on operational excellence, flawless execution and the relationship with the customer.</li> <li>Takes personal accountability to lead operational excellence and customer experience. Uses insight from business analysis to continually refine the store's actions to immediately improve results.</li> </ul>
<p><b>Lead With Curiosity &amp; Humility</b></p> <ul style="list-style-type: none"> <li>Demonstrates self-awareness; able to understand and moderate one's own behavior and impact on others; manages non-verbal communication well.</li> <li>Demonstrates personal flexibility and resilience during ambiguity and change, while maintaining focus.</li> <li>Modestly shows pride in achievements and value they add.</li> <li>Displays the desire to learn more; seeks to increase knowledge, for self and others, and remains curious.</li> <li>Listens to understand. Is open-minded, appreciates diversity of opinions and leverages others to get better thinking and results.</li> </ul>	<p><b>Build High Performing Teams For Today &amp; Tomorrow</b></p> <ul style="list-style-type: none"> <li>Develops talent for next level roles; is aware of each associate's career aspirations, provides focused and specific feedback and ensures challenging and stretching tasks and assignments for succession.</li> <li>Consistently uses company performance tools and processes to manage talent and performance expectations. Takes action on under-performers with speed and purposeful pace.</li> <li>Maintains a store with high morale and high retention rate for top talent.</li> <li>Networks externally and builds a strong internal bench in order to maintain a steady pool of candidates and an appropriately staffed store.</li> </ul>
<p><b>Deliver Business Results Through Analysis &amp; Action</b></p> <ul style="list-style-type: none"> <li>Understands the relationships between problems/issues and the business in order to recommend impactful solutions that drive results.</li> <li>Communicates clear, simple, specific actions that impact store results.</li> <li>Thoughtful in planning and in distortion of time. Can effectively decide what to do/what not to do.</li> <li>Ability to properly process, interpret and redeliver/disseminate information.</li> <li>Results driven action and solution oriented; focused on getting better and making the team better.</li> </ul>	<p><b>Observe &amp; Engage The Customer:</b></p> <ul style="list-style-type: none"> <li>Understands customer needs and uses the knowledge to appropriately coach associates to drive engagement loyalty through personal leadership on the selling floor.</li> <li>Ensures consistent execution of selling strategies and visual standards throughout the store, adjusts store (product, fixtures, behaviors) to drive business based on customer behaviors.</li> <li>Seeks customer feedback and acts as the voice of the customer in sharing feedback appropriately.</li> <li>Is resourceful and knows how to get things done. Leverages resources, processes, and appropriate partners to meet the needs of the customer/business.</li> </ul>