

# Job Description

## Branch Manager



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## JOB DETAILS

### Formation

Job Title: Branch Manager  
Reports to: Regional Manager



## COMMUNICATIONS

### External

- Customers
- Suppliers

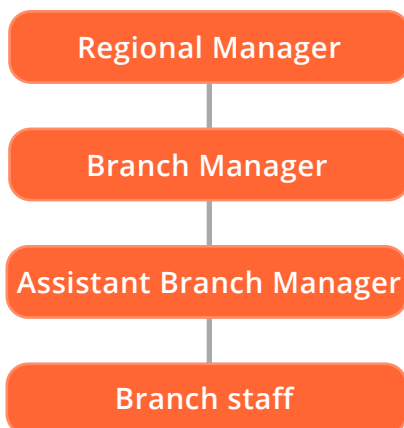
### Internal

- Regional Manager
- Assistant Branch Manager
- Other branch staff



### Career path

*(Local variations may apply)*



## JOB PURPOSE

This role blends product knowledge and expertise, a knowledge of interior design trends and excellent customer service with team leadership, management, administration and processes associated with a vibrant retail environment and associated stock and people management.

### You will:

- Lead, motivate and manage your branch team to achieve sales targets and meet key performance indicators (KPI's).
- Use your people skills and product expertise to sell, advise on, and promote our tile and associated product ranges to members of the public and trade customers, face-to-face and over the phone.
- Represent the CTD brand and contribute to the profitability and reputation of your branch by leading a team of dedicated well-trained professionals with outstanding industry knowledge.



## JOINING THE CTD FAMILY

You will be joining an organisation with over 50 years of tiling experience. CTD is the UK's best known tile brand for trade customers with four large warehouse Hubs and almost 100 branches UK-wide, as well as operating an e-commerce website: [ctdtiles.co.uk](http://ctdtiles.co.uk)

CTD also sells tiles to architectural practices, house builders and builders' merchants sourcing on-trend tiles from a variety of European suppliers.



50+ years



Trade



Retail



Architectural



Suppliers

# KNOWLEDGE, SKILLS, QUALIFICATIONS & EXPERIENCE



## 1 Qualifications

A Level(s) or equivalent would be highly desirable.

## 2 Results focused

Sales and data-driven, delivers on promises and reaches targets.

## 3 Commercially aware

Understands the impact of margin on branch profitability and is able to trade to maintain margin at maximum levels.

## 4 Team leadership and people development

Lead on the training and development of your team.

## 5 Customer service

Provide outstanding service, professionalism and attention to detail to customers (face to face and over the phone), building sales by developing relationships.

## 6 Market knowledge

Know your customers and look to enhance your own knowledge of the local market.

## 7 Product knowledge

Be a passionate advocate for our products and share their benefits with CTD customers.

## 8 Listening and communication skills - written and verbal

Use skills to build customer and peer relationships.

## 9 Teamwork

Actively contribute to the success of CTD through positive teamwork with peers, colleagues, suppliers and the local community.

## 10 Computer systems literate

Demonstrate competence in using Microsoft Outlook, Microsoft Office and stock control systems (like Kerridge) in order to complete the job requirements.

## 11 Knowledge and awareness of business processes

Awareness of Health and Safety procedures and business controls.

## 12 Clean driving license

Essential.



## KEY RESULT AREAS

- 1 Assist the team in achieving annual branch targets and meeting KPI's
- 2 Ensure branch standards are maintained.
- 3 Provide leadership and branch management across all aspects of branch operation – customer service, sales (face-to-face and over the phone), warehouse, stock control/selection, order fulfilment/checking, and staffing issues.
- 9 Maintain an awareness of interior design trends and the role that tiles have in renovation schemes.
- 14 Ensure all CTD documentation is completed in a professional manner.
- 5 Offer specific advice to customers on trade and retail products and their use.
- 6 Maintain a clean, tidy and safe working environment in branch.
- 7 Participate in our annual stock checking and management processes.
- 8 Continuously improve customer service.

10 Complete training activity to develop your role and your core skills and lead on the training and mentoring of new and existing staff.

10 Comply with relevant legislation, company policy and procedures (Health and Safety, HR, business controls).

3 Keep up-to-date with changes in relevant regulations, legislation, market developments, products, and company news. Share insights with your staff and other CTD teams where appropriate.

15 Act in a professional manner providing an example to staff.

10 Demonstrate and encourage flexibility in order to improve efficiency and effectiveness of the overall business.

