

Retail Assistant Manager Job Description

A comprehensive job description template
for Australian retail businesses

Business Name: _____

Location: _____

Employment Type: _____

Reports To: _____

Date: _____

DISCLAIMER

This template is provided for general informational purposes only and does not constitute legal advice. It is designed to reflect Australian workplace standards and retail industry practices at the time of publication. You should review and tailor this template to suit your business, retail type, applicable modern award and specific requirements. For complex situations, independent legal or HR advice should be sought. RosterElf Pty Ltd accepts no liability for any loss arising from reliance on this document.

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1. Position Overview

1.1 Position Title

Retail Assistant Manager / Assistant Store Manager / Deputy Manager

1.2 Position Summary

A retail assistant manager is a senior position supporting the store manager in all aspects of store operations. This role provides hands-on leadership of the retail team, manages daily operations, and takes full responsibility for the store in the manager's absence.

The assistant manager works closely with the store manager to achieve sales targets, maintain operational standards, develop staff and ensure excellent customer experiences. This position requires proven leadership skills, commercial awareness and the ability to balance operational demands with people management.

1.3 Reporting Structure

This position reports to:

- Store Manager
- Regional Manager (when covering store manager)

This position supervises:

- Department Supervisors / Team Leaders
- Sales Associates / Retail Assistants
- Casual and Part-time Staff

1.4 Employment Type

This position is typically offered as:

- Full-time permanent (38 hours per week)
- Part-time permanent (by arrangement)

2. Key Responsibilities

2.1 Store Operations

- Support the store manager in all aspects of daily store operations
- Oversee opening and closing procedures, ensuring security protocols are followed
- Manage cash handling, banking and financial procedures
- Ensure store presentation meets company standards at all times
- Monitor compliance with workplace health and safety requirements
- Coordinate store maintenance and liaise with relevant service providers

- Take full responsibility for store operations in the manager's absence

2.2 Staff Management

- Supervise, train and develop retail team members
- Create and manage staff rosters within wage budget parameters
- Process leave requests and manage staff availability
- Conduct regular performance feedback and coaching sessions
- Handle day-to-day staff issues and minor performance matters
- Assist with recruitment, interviewing and onboarding of new staff
- Foster a positive team culture and maintain high staff engagement

2.3 Sales and Customer Service

- Contribute to achieving store sales targets and KPIs
- Lead by example in delivering excellent customer service
- Handle escalated customer complaints and find satisfactory resolutions
- Coach staff on sales techniques, product knowledge and service standards
- Implement promotional activities and ensure team awareness of current offers
- Monitor customer service standards and address issues promptly

2.4 Stock Management

- Oversee stock replenishment and ensure adequate stock levels
- Process deliveries and manage goods receiving procedures
- Coordinate stocktakes and investigate stock discrepancies
- Implement loss prevention measures and monitor shrinkage
- Manage markdowns, transfers and returns according to company procedures
- Maintain stockroom organisation and stock rotation

2.5 Visual Merchandising

- Maintain store visual standards aligned with brand guidelines
- Execute merchandising plans and promotional displays
- Ensure products are displayed attractively and priced correctly
- Monitor and refresh displays to maximise sales opportunities

2.6 Compliance and Reporting

- Ensure compliance with company policies and procedures
- Maintain award compliance in rostering and staff management
- Complete required reports and administrative tasks
- Maintain accurate records of staff attendance, leave and performance

- Report operational issues and staff matters to store manager

3. Required Skills and Attributes

3.1 Essential Skills

Leadership Capability

Proven ability to lead, motivate and develop retail teams. Experience in supervising staff, delegating tasks and maintaining team morale. Capability to step into full management responsibility when required.

Commercial Awareness

Understanding of retail P&L, sales drivers and wage cost management. Ability to analyse sales data, identify trends and contribute to achieving store targets. Awareness of competitor activity and market trends.

Operational Competence

Strong understanding of retail operations including stock management, rostering, compliance requirements and store procedures. Experience with retail systems including POS, inventory and rostering software.

Communication Skills

Excellent verbal and written communication with staff, customers and management. Ability to give clear instructions, provide constructive feedback and handle difficult conversations professionally.

Problem-Solving

Quick thinking to resolve customer issues, operational challenges and staff concerns. Ability to make decisions under pressure and know when to escalate matters appropriately.

Results Focus

Driven to achieve sales targets, operational KPIs and team performance goals. Proactive in identifying and addressing issues that impact store performance.

3.2 Personal Attributes

- Professional presentation and positive, can-do attitude
- Strong work ethic and reliability
- Flexibility to work across trading hours as required
- Initiative and willingness to take ownership of outcomes
- Resilience and composure under pressure
- Integrity in handling staff, customer and financial matters
- Team-oriented mindset with ability to work collaboratively
- Customer-focused approach to all aspects of the role

4. Qualifications and Requirements

4.1 Required Qualifications and Experience

- Retail experience (2-4 years) including supervisory or team leader responsibilities
- Demonstrated track record of achieving sales targets and developing team members

- Experience with staff rostering and understanding of award compliance
- Strong customer service skills with experience handling complaints and escalations
- Eligibility to work in Australia (citizenship, permanent residency or valid work visa)

4.2 Desirable Qualifications

- Certificate IV in Retail Management or equivalent
- Experience in similar retail sector or product category
- First Aid certificate
- Proficiency with retail management systems and software
- Experience with recruitment and selection processes

4.3 Key Competencies

The successful candidate will demonstrate strong leadership potential, commercial awareness, operational competence and the ability to balance multiple priorities. They will be ready to step up to store manager responsibility and show genuine commitment to team development and customer excellence.

5. Working Conditions

5.1 Responsibilities and Coverage

- Supporting store manager in achieving sales, profit and operational targets
- Taking full charge of the store during manager absences including annual leave
- Accountability for rostering, wage costs and staff compliance
- Responsibility for staff performance within delegated authority

5.2 Hours of Work

- Full-time hours with flexibility across trading days including weekends
- Evening and public holiday work as required for management coverage
- Attendance at management meetings and training sessions
- Potential for extended hours during peak trading periods

5.3 Physical Requirements

- Standing and walking for extended periods throughout shifts
- Occasional lifting and handling of stock within safe limits
- Active presence on the sales floor to support team and customers

5.4 Work Environment

- Fast-paced retail environment with high customer interaction
- Balancing hands-on operational work with management responsibilities
- Working closely with store manager and broader management team
- Managing multiple priorities and competing demands

6. Award Information

6.1 Modern Award Coverage

This position is typically covered by the General Retail Industry Award 2020 (MA000004). The award sets minimum pay rates, penalty rates, allowances and conditions for employees in retail businesses.

6.2 Classification Level

Retail assistant managers typically fall under Level 5-7 classifications within the General Retail Industry Award:

- Level 5: Supervisory employees with advanced skills and responsibility for others
- Level 6: Employees with substantial supervisory and management responsibilities
- Level 7: Senior supervisory/management positions with significant autonomy

The specific classification level depends on store size, scope of responsibilities and degree of autonomy in the role.

6.3 Entitlements

Assistant managers are entitled to:

- Penalty rates for work on Saturdays, Sundays and public holidays
- Personal leave, annual leave and other entitlements per the National Employment Standards
- Superannuation contributions as required by law
- Notice periods for termination as per award and contract

Some assistant manager positions may be offered as salary arrangements that satisfy award requirements. Refer to the General Retail Industry Award 2020 for current rates.

7. Expected Behaviours

7.1 Leadership and Professionalism

- Lead by example in all aspects of customer service, work ethic and conduct
- Maintain professional relationships with all team members
- Support and implement decisions from store manager and company leadership
- Represent the company positively in all interactions
- Take ownership of store outcomes and drive continuous improvement

7.2 Team Management

- Treat all staff fairly and consistently
- Invest time in developing team member capabilities
- Address performance issues promptly and constructively

- Recognise and celebrate team achievements
- Maintain confidentiality regarding staff matters

7.3 Customer Focus

- Prioritise customer experience in all decisions and actions
- Handle complaints with empathy and focus on resolution
- Coach team to deliver consistent, excellent customer service
- Build customer loyalty through quality interactions

7.4 Compliance and Integrity

- Follow all company policies, procedures and legal requirements
- Ensure accurate handling of cash, stock and customer information
- Report concerns or potential issues promptly to store manager
- Maintain honesty and transparency in all business dealings

8. Application Process

8.1 How to Apply

Interested candidates should submit:

- Current resume/CV highlighting retail and leadership experience
- Cover letter addressing key selection criteria
- Contact details for two professional referees

8.2 Selection Process

The selection process will include:

- Initial screening of applications
- Interview with store manager and/or regional manager
- Possible second interview or assessment
- Reference checks with previous employers

8.3 Equal Opportunity

We are an equal opportunity employer and welcome applications from all qualified candidates regardless of age, gender, cultural background, disability or other characteristics protected by law.

Position Acknowledgement

I have read and understood this job description. I understand that my duties may be varied from time to time to meet the operational needs of the business.

Employee Name: _____

Employee Signature: _____

Date: ____ / ____ / ____

For Manager Use Only

Manager Name: _____

Manager Signature: _____

Date: ____ / ____ / ____