

Store 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

Store Manager / Retail Manager / Shop Manager

1.2 Position Summary

A store manager is a senior retail position with full accountability for store performance, profitability and operations. The role combines strategic leadership with hands-on management of staff, inventory, customer experience and compliance. The store manager is responsible for driving sales, controlling costs, developing team members and ensuring the store meets all operational and brand standards.

This position requires proven retail management experience, strong commercial acumen, excellent people leadership skills and the ability to balance multiple priorities while maintaining high standards of customer service and operational excellence.

1.3 Reporting Structure

This position reports to:

- Regional Manager / Area Manager
- District Manager
- Business Owner / Operations Manager

This position has direct management responsibility for:

- Assistant Store Manager / Supervisors
- Retail Sales Staff
- Casual and Part-time Team Members

1.4 Employment Type

This position is typically offered as:

- Full-time permanent (38 hours per week)
- May include contracted hours beyond standard working week

2. Key Responsibilities

2.1 Store Operations

- Overall responsibility for store opening, closing, security procedures and alarm management
- Ensure smooth daily operations across all departments and trading hours
- Maintain compliance with company policies, procedures and operational standards
- Oversee store maintenance, cleanliness and presentation standards
- Manage cash handling procedures, banking and financial security protocols

- Ensure workplace health and safety compliance and risk management
- Coordinate with head office, suppliers and external service providers

2.2 P&L Management

- Full accountability for store profitability including revenue, margins and bottom-line results
- Develop and execute strategies to achieve sales targets and revenue growth
- Control wage costs through effective rostering and productivity management
- Manage shrinkage through loss prevention, security measures and stock control
- Control operational expenses within approved budget parameters
- Analyse sales data, KPIs and financial reports to identify opportunities and issues
- Prepare and present regular financial and performance reports to senior management

2.3 Staff Management

- Recruit, select and onboard new team members aligned with business needs
- Train and develop staff to deliver excellent customer service and operational standards
- Conduct performance reviews, provide feedback and manage performance improvement plans
- Create and manage staff rosters ensuring adequate coverage within wage budget
- Manage payroll processing, timesheets and leave requests
- Ensure award compliance including pay rates, penalties, breaks and entitlements
- Handle employee relations issues, grievances and disciplinary matters
- Foster positive team culture and maintain high staff engagement and retention

2.4 Inventory Control

- Manage stock levels to optimise inventory turnover and minimise holding costs
- Place orders with suppliers ensuring adequate stock for trading requirements
- Conduct regular stocktakes and investigate inventory variances
- Implement measures to minimise shrinkage from theft, damage and wastage
- Manage stock rotation, markdowns and clearance of slow-moving inventory
- Ensure accurate stock records and inventory management system integrity

2.5 Visual Merchandising

- Oversee store layout, product placement and visual merchandising execution
- Implement seasonal campaigns, promotions and merchandising plans from head office
- Ensure window displays and in-store presentations meet brand standards
- Optimise product placement to drive sales and enhance customer experience
- Maintain store appearance, cleanliness and brand presentation at all times

2.6 Customer Experience

- Set and maintain high standards of customer service across the team
- Handle escalated customer complaints and resolve issues professionally
- Build customer loyalty through exceptional service and relationship building
- Monitor customer feedback and implement improvements based on insights
- Ensure the store delivers a positive shopping experience aligned with brand values
- Lead by example in customer interactions and service delivery

3. Required Skills and Attributes

3.1 Essential Skills

Business Acumen

Strong understanding of retail profit and loss statements. Ability to analyse sales data, identify trends and make commercial decisions. Experience controlling costs and managing budgets. Knowledge of key retail metrics including conversion rates, average transaction value and inventory turnover.

People Management

Proven leadership skills with ability to motivate and develop diverse teams. Experience recruiting, training and performance managing staff. Capability to handle difficult conversations and performance issues. Strong coaching and mentoring abilities to build team capability.

Commercial Awareness

Understanding of retail market trends, competitor activity and customer preferences. Ability to identify sales opportunities and execute initiatives to capture growth. Knowledge of merchandising principles and promotional strategies.

Strategic Thinking

Ability to set store direction and develop plans to achieve business objectives. Capability to plan for peak trading periods and allocate resources effectively. Forward-thinking approach to identify opportunities and anticipate challenges.

Problem-Solving

Quick decision-making ability under pressure during busy trading periods. Analytical approach to diagnosing operational issues and implementing solutions. Resourcefulness in handling unexpected situations and operational challenges.

Organisational Skills

Excellent ability to manage multiple priorities simultaneously. Effective delegation to maximise team productivity. Strong attention to detail in maintaining compliance records, financial documentation and operational standards.

3.2 Personal Attributes

- Strong work ethic and commitment to achieving excellent results
- Professional presentation and personal conduct at all times
- Resilience and composure when managing pressure and competing demands

- Integrity and honesty in all business dealings
- Flexibility to adapt to changing business needs and priorities
- Accountability for store outcomes and willingness to take ownership
- Positive attitude and enthusiasm that inspires the team
- Strong communication skills with staff, customers and senior management
- Customer-focused mindset with passion for retail excellence

4. Qualifications and Requirements

4.1 Required Qualifications and Experience

- Significant retail management experience (3-5 years minimum in store management or senior supervisor role)
- Proven track record of achieving sales targets and store KPIs
- Demonstrated experience managing profit and loss responsibilities
- Experience recruiting, training and developing retail teams
- Knowledge of modern award requirements and workplace compliance
- Eligibility to work in Australia (citizenship, permanent residency or valid work visa)

4.2 Desirable Qualifications

- Certificate IV in Retail Management or equivalent qualification
- Diploma of Retail Management or Business Management
- First Aid certificate
- Experience with retail management systems, POS and rostering software
- Previous experience in similar retail sector or brand
- Experience managing stores with comparable sales volume and team size

4.3 Key Competencies

The successful candidate will demonstrate proven capability in strategic planning, financial management, people leadership, customer service excellence, operational management and change management. They will have a track record of building high-performing teams and delivering consistent commercial results.

5. Working Conditions

5.1 Accountability and Performance

- Full accountability for store performance against sales targets, profit margins and operational KPIs
- Responsibility for rostering, payroll management and ensuring award compliance
- Performance measured against monthly and annual financial and operational targets
- Regular reporting to regional management on store performance and initiatives

5.2 Hours of Work

- Standard full-time hours (38 hours per week) with flexibility required for business needs
- Working retail trading hours including evenings, weekends and public holidays as required
- Attendance at regional meetings, training sessions and company events
- On-call availability for operational issues, security concerns or staff emergencies
- Extended hours during peak trading periods including stocktake and seasonal campaigns

5.3 Physical Requirements

- Regular store walkthroughs and being visible on the shop floor throughout the day
- Hands-on involvement in stock handling, receiving deliveries and merchandising activities
- Extended periods standing and walking throughout the store environment
- Physical capability to demonstrate tasks and work alongside the team during busy periods

5.4 Work Environment and Pressures

- Fast-paced retail environment with high customer volumes during peak periods
- Pressure to meet sales deadlines, manage competing priorities and deliver consistent results
- Requirement to maintain composure when dealing with difficult situations or challenging customers
- Balancing strategic responsibilities with hands-on operational requirements
- Managing relationships with diverse stakeholders including staff, customers, suppliers and head office

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. Store managers should familiarise themselves with award requirements to ensure team compliance.

6.2 Classification Level

Store managers typically fall under Level 6-8 classifications within the General Retail Industry Award:

- Level 6: Managers with responsibility for managing a store with limited complexity
- Level 7: Managers with full P&L accountability for a store with multiple departments or larger operations
- Level 8: Senior store managers with accountability for high-complexity stores or multi-site responsibilities

The specific classification level will be determined based on the store size, complexity, team size and scope of P&L responsibility.

6.3 Penalty Rates and Conditions

Store managers are entitled to:

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

Some store manager positions may be offered on a salary arrangement that satisfies award requirements. Refer to the General Retail Industry Award 2020 for current rates and conditions.

7. Expected Behaviours

7.1 Leadership and Professional Conduct

- Lead by example in all aspects of customer service, work ethic and professional standards
- Treat all staff, customers and stakeholders with respect, fairness and professionalism
- Maintain confidentiality regarding business performance, staff matters and sensitive information
- Represent the company positively in all interactions and uphold brand values
- Make decisions in the best interests of the business while balancing staff and customer needs
- Demonstrate ethical conduct in all business dealings and financial management

7.2 Performance and Accountability

- Take full ownership of store results including sales performance and profitability
- Proactively identify issues and implement solutions rather than escalating problems unnecessarily
- Set clear expectations for team performance and hold staff accountable to standards
- Respond quickly to performance gaps with action plans and measurable improvements
- Communicate regularly with regional management about store performance and challenges
- Accept feedback constructively and continuously work to improve personal effectiveness

7.3 Team Development and Culture

- Foster a positive, inclusive and supportive team culture
- Invest time in developing staff capabilities through coaching and training
- Recognise and celebrate team achievements and individual contributions
- Address conflicts and interpersonal issues promptly and fairly
- Encourage innovation, ideas and continuous improvement from all team members
- Build strong working relationships based on trust and mutual respect

7.4 Customer Focus

- Champion customer service excellence and ensure the team delivers exceptional experiences
- Be visible and accessible to customers on the shop floor

- Handle customer complaints with empathy, professionalism and a focus on resolution
- Monitor customer feedback and implement improvements based on insights
- Ensure the store environment is welcoming, well-presented and easy to navigate
- Build long-term customer relationships and loyalty to drive repeat business

8. Application Process

8.1 How to Apply

Interested candidates should submit:

- Current resume/CV detailing retail management experience
- Cover letter outlining relevant experience, achievements and suitability for the role
- Examples of results achieved in previous store management roles (sales growth, team development, etc.)
- Copies of relevant qualifications and certificates
- Contact details for two professional referees from retail management roles

8.2 Selection Process

The selection process will include:

- Initial screening of applications based on experience and qualifications
- Phone or video interview to assess fit and experience
- In-person interview with regional management to discuss commercial acumen and leadership capability
- Store visit to assess understanding of retail operations and customer engagement
- Reference checks with previous employers
- Background checks as required

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. We are committed to building diverse and inclusive teams.

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: ____ / ____ / ____