

JOB DESCRIPTION

Job Title: **AREA MANAGER**

Location:

Reports to: **Operations Director**

Date: **September 2021**

PURPOSE OF ROLE:

- To jointly implement and support business strategies in line with Leighton's strategic objective to become the leading independent optician and hearing care provider in each local market served.
- Support Branches to move from flat growth and low operating profit to a high energy business, promoting staff development as the key component of competitive advantage. Manage and monitor improvements in customer service with the aim of achieving sustainable sales growth and corresponding profit improvement across Leightons Opticians branch network.
- In conjunction with the Branch Development Team and Branch Managers, monitor and review branch performance and profit improvement across the network, through the creation and implementation of development and improvement plans.
- Responsible for Nominated Branch Managers

KEY RESPONSIBILITIES:

- Support the branch managers, to manage and develop the optometrists and optical assistants for performance and profit improvement across the group.
- Identify Personal Development plans and staff training requirements, supporting an individual approach to Branch Manager Development.
- Lead and develop, initially monthly, branch Business Innovation (improvement) meetings (BIM)
- Lead, develop and oversee implementation of Branch Team Meetings, providing requirements for meeting structure, content and frequency.
- Contribute towards Leighton's value proposition and USP's, customer focused positioning and marketing plan.
- Input into Leightons 'customer experience' in line with strategic vision, with help from the "customer experience team" to fine tune Leightons unique selling proposition.
- Communicate, implement, and manage the KPI's to support the strategic business and marketing objectives of increased customer satisfaction, new customer acquisition, increased frequency, spread and average sale value in line with blueprint requirements in each branch.

OTHER AREAS OF RESPONSIBILITY:

- Support and contribute to projects and panels as directed
- Projects as directed