



Job Description for Head of Retail AIOI Region

Title: Head of Retail AIOI region
Department: Retail
Reports to: Sales and Marketing Director
Location: Cape Town

Background of the Business

Twisp is South Africa's first and favourite personal vapouriser, since 2008. The quality of our devices, enthusiasm of the Twisp community, as well as the highest level of customer care have helped Twisp establish and maintain its reputation as the most trusted name in the industry.

Main purpose of the role:

To contribute to the development, implementation, monitoring and review of a business strategy that maximises the retail net profit by driving sales and controlling costs at regional level; to build motivated and high performing teams through the effective leadership and line management to retail staff and to implement benchmark standards through Retail excellence.

Responsibilities:

Responsibilities include but are not limited to the following:

- Leadership and development - Takes a lead role in building a strong sales management culture with the operations team; spends time coaching Regional and Area Managers, identifying skills and opportunities for development; provides advice and guidance on shop manager issues when needed.
- The ability to translate Twisp vision and strategy into Retail
- Responsible for growth and expansion: Experience and in depth understanding of African markets. Analyse potential new markets and spot future trends supported by feasibility studies and present to board for approval in the local as well as broader African market
- Retail excellence: Ensure benchmark standards from store look and feel, to product display, initial staff interaction to after sales care and inventory control.
- Ensure the retail operations operate in a sustainable manner, ensuring appropriate internal controls are in place, consistently reviewed and managed, and that business risks are managed to acceptable levels.
- Develop, implement and manage key metrics suitable for the retail operation and take all necessary actions necessary when any operational element fails to conform to the required metric.
- Asset control and management: Ensure all stores are always in perfect condition and manage the depreciation, refurbishment and timeous swapping out to new stores.
- Ability to work closely in an integrative manner with other departments to ensure appropriate business support (HR, Trade, Supply Chain, Brand, IT, Customer Experience, Finance and Product)
- Experience in shopper behaviour and how to best influence sales, designing relevant offers and displays accordingly in conjunction with brand.
- Generates ideas about future retail activities to ensure a cutting edge strategy; maintains up to date knowledge of the market place, competitors and trends
- Work closely with agencies and brand to convert boardroom ideas into practical Retail concepts, from cycle activities to VM solutions. Take initiative and suggest ideas to improve the bottom line and brand equity.
- Work closely with brand and the agency to successfully implement new cycle activities, product launches and experiential ideas.
- In conjunction with HR training and the field force managers, convert sales staff into brand ambassadors that delivers exceptional service to create raving fans out of our customers.



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- Proactively manages and reviews the performance and progress of Regional Managers and their regions, sets objectives and targets; works with Regional Training Manager to develop individual training plans for the team
- Analyse consumer purchasing behaviour, satisfaction levels, consumption levels and behavioural trends and work closely with Brand and the Product Department, to suggest improvements and relevant new offerings
- Have experience in financial planning, budget setting and feeding information back to the forecast and demand planning team.
- Influences and supports the retail element of the annual budget process ensuring understanding and buy in from the operations team. Constantly reviews financial data and supports the Regional Managers in providing realistic input into the sales budgets
- Ability to access mall trends, overlay with current department's performance, budgets and macro factors to set accurate store and individual targets
- Ensures the retail operation complies to all policies and SOP's
- Maintains and constantly develops innovative and cost effective stock generation; monitors stock weekly to achieve bottom line sales budget against monthly targets
- Takes decisions on matters relating to the day to day retail operation within their defined work area including the strategic planning of resources
- Ensures all new shop proposals meet the required return on sales prior to submitting any recommendations to the Exco team; all new shop locations must be visited to ensure they will trade effectively and meet the proposed budgets
- Spends time in shops with retail shop teams and customers to understand and identify business critical issues in order to ensure the alignment of tactics and strategies; maintains the corporate identity of Twisp in all shops and related initiatives
- Ensure high staff retention and maximum infill rate through effective rostering, working closely with HR in finding ideal candidates and continuous upskilling of staff, implementing fraud prevention initiatives and ensuring high team morale at all times
- Ensure the sales force (brand ambassadors) stay connected to the business through effective filtering through of head office communication.
- Meet sales targets through design and implementation of adequate toolkits, seasonal offerings, appropriate deals with focused and goal orientated brand ambassadors.
- Adept and experienced at report writing, analytical and presentation skills to continuously feed information back to the business and present findings to the Exco team.
- At all times display the Twisp Values; 1) Be led by a customer centric focus, 2) Be an active participant and create a winning team 3) Set benchmark through excellence and passion 4) Be Accountable for your actions 5) Live by the 3 I's; Initiative, Inspiration and Integrity



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Job Dimensions

- The retail operation would typically consist of 4/5 countries and a total of 60 - 100 shops; there would be c 180+ employed staff
- Has full P&L accountability for the division

Geography

- Africa and African Indian Ocean Islands

Decision Making Parameters

Empowered to make decisions on all aspects of the running for a defined group of regions/shops within the guidelines set by the company. Consults with the appropriate departments on all non-routine decisions.

Education and Experience Requirements:

- Preferably hiring an Employment Equity candidate
- Tertiary Education with preference to BCom degree
- In depth understanding of the African Retail environment
- Head of Retail or similar position for a minimum of 4 years