



Job Description for Area Manager

Title: Area Manager
Department: Retail
Manager: Regional Manager/National Manager
Location: Coastal/ Inland

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 ensure the delivery of operational standards throughout Twisp kiosk in the area. To ensure compliance in all areas of operational activity and drive sales and profitability through the performance and development of Kiosk Staff, whilst managing within agreed budgets.

Responsibilities:

The primary tasks, functions and deliverables of the role include, but are not limited to:

- Setting Sales targets for area and maximising sales, profitability and controlling expense budgets.
- Ensuring that stock loss is kept below the company benchmark through the stock take process.
- Ensuring that stock is at optimal levels in all kiosks in your area at all times.
- Ensure area bankings are done daily with submission of deposit slips are sent to Finance department accurately and all variances are investigated.
- Ensuring all in store promotions and advertising is implemented correctly and timeously.
- Maintain visual merchandise standards across all kiosk in area.
- Ensuring that all Operations Standard Operating Procedures (SOP) and HR policies are communicated, implemented and adhered to at all times in your area.
- Drive, motivate and encourage Kiosk Staff to achieve targets.
- Minimise open vacancies by interviewing and recruiting top performing supervisors and sales staff.
- Training and developing Kiosk Staff as guided by Head office.
- Managing misconduct and poor work performance for Sales staff in your area.
- Ensure kiosks are maintained in line with Twisp standards and report and follow-up on maintenance concerns.
- Oversee all revamps and new kiosk openings.
- Ensuring housekeeping standards are adhered to across your area.
- Ensuring that your area and your personal appearance represents Twisp's professionalism.
- Ensuring the safe keeping of all company property, including but not limited to: company computers/laptops, phones, stock, money, equipment and related resources.
- Admin functions, which includes but not limited to, sign-off of attendance registers, staff scheduling, banking control sheets and conducting audit checks weekly
- Reporting which may include but is not limited to, preparing weekly and monthly reports for submission as determined by Retail management.
- Facilitating team meetings.
- Facilitating communication to teams in area and upward communication.
- Understanding and displaying knowledge of the Twisp brand, products, services, policies, procedures and company ethos.
- Offering a superior customer service to all Twisp customers, emphasizing on selling the Twisp products and 'Customer Journey'.

Skills and Competencies:

The abilities that the individual needs in order to perform this role effectively:

- Customer service orientated
- Strong interpersonal, leadership and management skills
- Excellent decision-making skills
- Sales driven and ability to up-sell



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- Goal and target driven
- Ability to analyse and resolve problems
- Fluent verbal and written English communication skills
- Professional and confident communicator
- Effective listening skills
- Dynamic and high energy Levels
- Good follow-up skills
- Be patient, tactful, diplomatic and approachable
- Ability to work under pressure and meet deadlines
- Work accurately, meticulous and high attention to detail
- Excellent organizational, planning and time management skills
- Ability to multitask and prioritize
- Strong administration skills
- Ability to Merchandise products
- Respect the importance of confidentiality
- Enjoy working in a team, but also have the ability to work independently
- Computer literate
- Promote the Twisp brand and company ethos
- A good understanding of Retail business with a background of Business Acumen
- Ability to understand and display a good understanding of sales principles and processes

Education and Experience Requirements:

Matric or NQF equivalent

3-5 years' experience in Retail Management

3-5 years' experience in an Area Manager Role or equivalent to a Senior Store Manager.

Knowledge of Customer service principles and processes

Basic business administration knowledge

Additional Requirements:

- Flexible and able to work shifts, which may include night work, weekends and public holidays
- Able to travel and available to work at different Kiosks, if required.
- Driver's License and own car