

TOAST

AREA MANAGER

Born in a Welsh barn in 1997, TOAST has grown from loungewear and nightwear to become a unique lifestyle brand, creating, and curating simple, functional, beautiful clothing, home ware and editorial.

TOAST is renowned for its thoughtful, contemporary design and commitment to traditional textiles and craftsmanship. The brand aspires to be the global lifestyle brand synonymous with Social Conscience.

TOAST has studios in both London and Swansea and is one of the very few United Kingdom clothing brands with its own pattern room.

TOAST celebrates a slower more thoughtful way of life in shops throughout the UK, concept stores around the world and online at www.toa.st

The emphasis within the TOAST workplace is on thoughtfulness, simplicity, creativity, and collaboration. We work hard to communicate intelligently with the wider world and strive against doing the obvious. We value serious thought in many broad fields – in art, literature, design, philosophy, travel, science as much as we do in fashion. Though our output may appear simple, it is always produced with great attention to detail.

As a strategic priority TOAST nurtures imaginative talent and change makers. As part of the TOAST team, you are a catalyst for the brand's successes. To realize our ambitions, we need you to share our interests and values, have an enthusiasm for TOAST itself as well as a deep knowledge and passion for your own specialist area.

In return for your dedication, TOAST will offer a supportive and stimulating working environment with flexible working hours and generous staff discounts. You will receive a comprehensive induction, including product and brand training, that helps to plant a deep understanding of TOAST that can be carried confidently through your work and into the outside world.

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UPDATED –	March 2024
REPORTS TO –	HEAD OF SALES
LOCATION –	OFFICE AND FIELD BASED

ROLE OVERVIEW

As Area Manager you will have full accountability for delivering TOAST's expected brand, operational and commercial performance across your area of stores. You will be expected to use your initiative to lead your store management team to drive profitable growth in your area via the successful delivery of their KPI and behavioral performance goals and by delivering an exceptional brand experience in your stores with consistency. You will liaise with all suitable support functions to facilitate any necessary support required to achieve these goals.

You will be an ambassador for TOAST, demonstrating the brand values and behaviours within your methods of working and you will work to develop your team to the same high standards.

ROLE IN DETAIL

- Take ownership and accountability for all aspects of store performance in your area.
- Deliver area profit contribution targets via targeted management of your P&L account.
- Deliver area sales, payroll and stock management KPI targets and manage all other costs within agreed budgets in conjunction with ROM.
- Recruit, develop and maintain high performing store management team capable of delivering the brand's expectations and by providing all necessary training and guidance to improve retention rates in your area.
- Maintain a planned, visible and measurable succession plan in your area, seeking opportunity to develop your team, setting goals and highlighting opportunities for succession with your team through coaching and development.

- Deliver TOAST's customer service expectation across your area through the development of our store teams and act as a customer facing ambassador within your involvement in other TOAST projects.
- Deliver TOAST's brand visual expectations across your area in liaison with the Visual Merchandising Manager. Support the upskilling of your team to enable this.
- Deliver TOAST's brand and marketing initiatives across your area in liaison with our Marketing team. Actively seek opportunity to instigate suitable marketing activity in your area.
- Commercially manage your store stock packages to achieve a balance between high sales performance and premium on brand visual presentation.
- Provide detailed feedback to key liaisons regarding stock performance. Manage feedback from stores to the office and back, ensuring it is factual, accurate and acted upon.
- Continuously deliver excellent back-of-house operations in your area that support the needs of the stores and facilitates optimal trading results in a secure fashion, holding your management team to account for delivering this locally.
- Continuously deliver excellent administrative practices in your area according to the Retail Operations Manual, liaising with Retail Operations Manager.
- Liaise and seek feedback from all key head office functions to facilitate excellent store performance.
- Actively seek self-development and training of own skills set to continually improve performance.
- Ensure a safe and healthy working environment for our customers and all of our store team, with a focus on risk assessment and ensuring a high level of housekeeping.
- Any other duties at the request of the Head of Sales.

TOAST VALUES:

HONEST COMMUNICATION: straight talking, demonstrate humility and respect, challenge constructively, create transparency, acknowledge & resolve mistakes, maintain commitments and to be accountable.

INTEGRITY: To be honest, with strong moral and ethical principles and values

DRIVE: show relentless determination to drive delivery & excel

POSITIVE MINDSET: achieve results with a positive energy and can-do attitude, overcome challenges and Influence others positively.

PRIORITISE QUALITY: less is more, an obsessive attention to the detail.

SUPPORT: challenge and encourage colleagues, celebrate success, and focus on positives

WE OFFER:

Hybrid working

Employee Assistance Programme

20 days annual leave plus bank holidays

A contributory Company pension scheme

Cycle to work scheme.

Free Eye test and contribution towards glasses

Company discount

If you would like to apply for this role please send a C.V and covering letter to
retailjobs@toa.st