



Assistant Shop Manager

Y.O.U Oxford is more than just a shop. What started as a pop-up has become the heart of our business, acting as a showcase for our products, with a customer-centric approach and commitment to sustainability. In the centre of Oxford's historic Covered Market, we have created a welcoming and accessible space where our brand, story and products are brought to life by our friendly, knowledgeable team and fantastic customer service.

This is more than just a shop job - it's a chance to help grow a retail business to have an even greater impact, developing your role as part of a core team within a purpose-led business and certified B Corp.

We have exciting plans for the next few years and we're looking for a motivated, passionate person to be part of that.

Overview

We're looking for an Assistant Shop Manager to work closely with the business directors to help our Oxford shop to 'step up'. The groundwork is in place and we've created a vibrant hub in the heart of Oxford, but we now want it to become a more central part of our business to help it grow and have an even greater impact. We need someone with considerable retail experience, ideally within an ethical or values-driven space, who's keen to help drive this transformation with us over the next year.

As our Assistant Shop Manager, you will work to take over the managing of our Oxford shop on a day-to-day basis, with a focus on providing an exceptional experience for customers, ensuring that our shop looks and feels amazing, and helping us to establish a motivated, informed and passionate team who are able to deliver key in-store objectives and support the growth of the wider business.

What will our Assistant Shop Manager do?

You will work alongside our core Y.O.U Underwear team to get deep into the business, understanding our vision, values and goals, and the role we want the Oxford shop to have. We want to empower you to take the lead to help deliver these, helping to grow and improve every element of our customer experience, managing shop space, displays and product mix as well as forming a passionate, dedicated and knowledgeable team to

enable that. This role is about people as much as pants, and we want you to be key in driving the positive, inclusive and fun environment that will be the basis of the Y.O.U experience and impact.

What will your responsibilities be?

- Supporting the Y.O.U Underwear team in all aspects of managing our Oxford shop.
- Ensuring that every single person who walks through the door gets an amazing Y.O.U experience, provided by you and a passionate, knowledgeable and happy team.
- Developing fantastic knowledge of our Y.O.U products, including the wider story of the brand, our values and what makes us different as a business. This includes our certifications, such as B Corp, and key charity partnerships and business initiatives.
- Developing an equally good knowledge of the other products, brands and ranges we stock, including their stories, and with an interest in showcasing and finding new products to stock that fit our values, customer profile and financial targets.
- Showcasing our range of products through effective visual merchandising and display, finding unique ways to sell them, tell our brand story, and also demonstrate customers' impact in the most effective way.
- Working with the Y.O.U team on all aspects of effective stock management and ordering, to optimise stock display & storage, and ensure that systems are up to date.
- Developing & meeting key business KPIs to grow sales, conversions, engagement and profitability of our Oxford shop to increase its contribution to the business and our overall mission.
- Growing our profile, presence and impact in the local community, including through events, collaborations, marketing, wholesale, partnerships and relationships.
- Representing Y.O.U at every level and maximising every opportunity to connect and engage people in our mission to change the world by providing underwear and show that business can be a force for good.

Is this you?

- A genuine people person who is outgoing and approachable, dedicated to delivering exceptional customer service and who loves helping people.
- Self-motivated, organised and creative, able to deliver to high standards and work independently, as well as being part of a wider team.
- Experienced in retail and leading a small team, a pro-active role model who will jump in at every level, and who can motivate and bring out the best in people.
- Someone who brings a sense of fun, enthusiasm and passion to everything you do and who wants to be part of a small team making a difference.
- Has a good understanding of business KPIs and is keen to drive growth to contribute to long-term success of the shop and business.
- Shares our passion for sustainability and commitment to changing the fashion and retail space for the better.

What are the benefits?

- Being a member of a fun, friendly & supportive team within an independent business who genuinely cares about its team, community & wider mission to make a difference.
- A chance to grow and develop this role and your career as part of a sustainable B Corp certified business with big plans, heart and purpose.
- A competitive salary at / above the Oxford Living Wage.
- Membership of company pension scheme (if applicable).
- Team socials, planning and training days.
- Product and shop discounts.
- Various discounts from local shops and the wider B Corp community.

The practical bits:

Location: Oxford

Position type: full time

Hours: 37-40 hours / week, including weekends and some early evenings.

Salary: at / above Oxford Living Wage.

Interested?

Get in touch! We'd love to hear more about you and why you're interested in this role, so send a covering letter and CV to careers@youunderwear.com.

Y.O.U Underwear is proud to be an equal opportunities employer, and is committed to creating a diverse and inclusive environment. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, genetics, disability or age.

March 2024.