

Dealer Responsibilities and Attributes

Main Purpose: To ensure the effective marketing of fuels and convenience offerings and to ensure optimum returns on investments at franchised outlets.

Job Objectives:

- To maximize financial and volume revenue for fuels and convenience.
- To ensure financial sustainability of the franchise through daily/monthly financial controls.
- To provide service excellence and customer care in alignment to Engen strategic objectives.
- To manage and promote additional alternate profit offerings (APO).
- To satisfy the specific requirements of strategic partners (other franchisors) in alignment to franchise agreements and business models.
- To ensure effective administration and management of all staff, including the recruitment, performance management and training and development of staff through internal Engen or external training programs.
- To participate in internal Engen, external training programs and other forums and programs related to managing the franchise and becoming compliant.
- To coordinate store operations, liaising with suppliers and merchandising management in order to ensure that categories, product range and planograms, sales promotions, stock rotation, pricing, are effectively implemented and optimized.
- To participate in national campaigns and promotions, meetings and events in order to enhance brand positioning.
- To ensure compliance to retail standards in alignment with retail efficiency rating forms and health, safety, environment and quality (HSEQ) standards. To adhere to applicable regulatory frameworks.

Job Specific Requirements:

Job Knowledge:

- Basic knowledge of: financial management processes and principles (e.g. profit and loss, cash flow); marketing management; business management and industry-related legislation; and application to the franchise/franchisee.

Job Related Skills:

- Ability to ensure accurate financial controls; manage and understand profit and loss (P&L); analyze financial results and initiate opportunities and turn around strategies.
- Ability to manage people and work independently; to build relationships with strategic partners; to assess and apply business models. Willing to work long hours (Franchise is a 24hr. operation).
- Ability to identify problems at a site and develop a plan (Risk assessment skills); to understand and put together an HSE system (admin skills). Computer literacy (e.g. MS Office).

Job Experience:

- Minimum 2 years proven experience running a successful business, and / or corporate environment business management experience. Experience managing staff (essential). Experience in a retail background (desirable).

Education:

- A tertiary qualification (desirable).