

Operator Responsibilities and Attributes



www.petrosa.co.za



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 Petro SA 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 Petro SA or external training programs.

To participate in internal Petro SA, 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 framework



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) analyse 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).



(+27) 21 929 3000 | info@petrosa.co.za
151 Frans Conrade str, Parow, Cape Town

