




# Job Description: Store department manager



**Job Group: Commerce**

**Job Family: Commerce store**


**Build and mobilize my team to satisfy my customer, and achieve my business trajectory**

<b>People</b> 	→ DTB mag → % Human Turnover	<b>Planet</b> 	→ Circular GMV growth	<b>Business</b> 	→ Omni GMV growth → NPS Growth
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RESPONSIBILITY 1 :

## Develop, enrich, and take care of human capital




- ★ Embody, transmit and bring to life the Meaning, Values, and the 8 Human Fundamentals within the collective
- ★ Recruit, onboard and ensure the training of complementary talents without compromising on our essential criteria
- ★ Contribute to an ambitious store project with my ecosystem to federate my teams
- ★ Guarantee a safe and healthy work environment and create the conditions that allow for taking care of me, colleagues and customers
- ★ Lead and implement our management scheme to foster responsibility and autonomy in service of both collective and individual value creations
- ★ Ensure compliance with legal and contractual obligations and the company's code of conduct
- ★ Decide with store director on my team compensation in alignment with internal policy

<b>Means</b> 	→ Level of security (BSR) → Number of teammates promoted within the company → Skill maturity rate on Key skills of my perimeter → Gender balance
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RESPONSIBILITY 2 :

## Build and manage my commercial policy on my priority sports as an intrapreneur




- ★ Analyze customer / user data to optimize their market knowledge and set a quantified ambition
- ★ Select the best product and service offer link to omnichannel and circularity strategies
- ★ Implement the digital in and outstore customer experience
- ★ Build my mass plan on my sports according to Decathlon's merchandising guidelines and seasonality
- ★ Mobilize my sport communities through my communications and events
- ★ Build my team to have the best sports people at the right place, at the right moment

<b>People</b> 	→ Who What What Who (including diversity) → Skill maturity rate on Commercial policy → Skill maturity rate on Product knowledge	<b>Planet</b> 	→ Maintenance / repairs GMV share → Second life GMV share → Rental GMV share	<b>Business</b> 	→ GMV / linear meter growth → GMV connected order growth
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#### RESPONSIBILITY 3 :

### Manage the “best in class” omnichannel customer experience




- ★ Embody and manage “the best in class” customer relationship through my posture
- ★ Implement the fundamentals of selling, layout and truck to peg on the field
- ★ Manage the loyalty program in order to optimize the customer data
- ★ Implement action plans thanks to customer feedbacks
- ★ Implement my department to help the customer find his product autonomously and quickly
- ★ Impulse an offensive commercial dynamism

<b>People</b> 	→ Skill maturity rate on Customer relationship management → Skill maturity rate on Department hours management	<b>Planet</b> 	→ Skill maturity rate on Sustainability	<b>Business</b> 	→ NPS global score → Number of receipt growth → Average basket growth → Quantity growth
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#### RESPONSIBILITY 4 :

### Manage my Instore performance trajectory (People / Planet / Business)


- ★ Build an ambitious annual business trajectory and define a team trajectory
- ★ Analyze my performances and manage the reliability of the forecasts
- ★ Formalize the gaps between “realized” performance and “forecast” performance
- ★ Schedule the good hours at the right time
- ★ Manage and formalize action plans on my People / Planet / Business levers and my PNL
- ★ Ensure the inStore stock accuracy and availability while optimising stock lifetime

<b>People</b> 	→ Skill maturity rate on Performance management → Affinity rate	<b>Planet</b> 	→ Circular GMV share	<b>Business</b> 	→ GMV growth > trajectory → Gross result growth > trajectory → Productivity
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#### RESPONSIBILITY 5 :

### Guarantee daily safety and organization of the store (Duty management)

- ★ Ensure safety of people and security of goods on a daily basis
- ★ Guarantee my knowledge of all technical systems and equipment within the store
- ★ Take in charge the daily business and service activity

<b>People</b> 	→	<b>Planet</b> 	→	<b>Business</b> 	→ NPS - CSAT Store experience
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**Hard Skills** (15 max + 4 management)



**Soft Skills** (10 max) 🙌

<p>RESPONSIBILITY 1</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Company culture</li> <li><input type="checkbox"/> Teammate management</li> <li><input type="checkbox"/> Team management</li> <li><input type="checkbox"/> Personalities recruitment</li> <li><input type="checkbox"/> Social dialogue animation</li> </ul> <p>RESPONSIBILITY 2</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Commercial policy</li> <li><input type="checkbox"/> Market per Sport</li> <li><input type="checkbox"/> Store local offer</li> <li><input type="checkbox"/> Layout management</li> </ul> <p>RESPONSIBILITY 3</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Selling &amp; customer relationship management</li> <li><input type="checkbox"/> Store security</li> </ul> <p>RESPONSIBILITY 4</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Department / Sport Performance management</li> <li><input type="checkbox"/> Department hours management</li> <li><input type="checkbox"/> Commercial dynamism management</li> <li><input type="checkbox"/> Stock availability management</li> <li><input type="checkbox"/> Sustainable solutions management</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Goal setting</li> <li><input type="checkbox"/> Collaboration / Cooperation</li> <li><input type="checkbox"/> Organization</li> <li><input type="checkbox"/> Efficiency</li> <li><input type="checkbox"/> Adaptability</li> <li><input type="checkbox"/> Continuous learning</li> <li><input type="checkbox"/> Prioritization</li> <li><input type="checkbox"/> Objectivity</li> <li><input type="checkbox"/> Feedback</li> <li><input type="checkbox"/> Emotional intelligence</li> </ul>
<div data-bbox="438 907 507 974"></div> <p><b>Regular Interactions with</b> (orange: manager; green: collaborator, blue: stakeholders)</p>	<div data-bbox="1109 907 1161 963"></div> <p><b>Specialities relating to the role</b></p>
<div data-bbox="188 1070 721 1458"> </div>	<p>•</p>
<div data-bbox="470 1496 526 1556"></div> <p><b>Prerequisite for the job and next jobs</b></p>	<div data-bbox="1109 1496 1161 1556"></div> <p><b>Glossary</b></p>
<p><b>Prerequisite for the job:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Experience : Omnichannel sales advisor , Customer service advisor, Customer service center advisor, Workshop technician</li> <li><input type="checkbox"/> Or external Experience</li> </ul> <p><b>Next jobs:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Store operations manager</li> <li><input type="checkbox"/> Customer service Manager</li> <li><input type="checkbox"/> Store director</li> <li><input type="checkbox"/> Manager or operational job in other domains</li> </ul>	<p><b>Indicators:</b> </p> <p><b>Result:</b> indicators that I need to take responsibility for.</p> <p><b>Means:</b> indicators that help my responsibilities: I choose and prioritize these in line with my objectives.</p> <p><b>Skills:</b> the list is non exhaustive.</p> <p><b>Key skills: in bold:</b> fundamentals that every teammate should have to perform within a job and fulfill the essential tasks.</p> <p><b>Complementary skills: not in bold:</b> They enable teammates to take on tasks other than the essential ones. They help to meet other expectations of the job..</p>

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👉 **Annex:** Detailed sheet to define element that can be implemented for each of the responsibilities of this job. (optional)