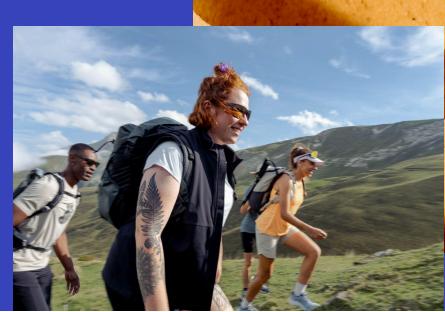


Move people through the wonders of sport



Job Description: Store department manager



Job Group: Commerce

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

People 	→ DTB mag → % Human Turnover	Planet 	→ Circular GMV growth	Business 	→ 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

Means 	→ 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

People 	→ Who What What Who (including diversity) → Skill maturity rate on Commercial policy → Skill maturity rate on Product knowledge	Planet 	→ Maintenance / repairs GMV share → Second life GMV share → Rental GMV share	Business 	→ 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

People 	<ul style="list-style-type: none"> → Skill maturity rate on Customer relationship management → Skill maturity rate on Department hours management 	Planet 	<ul style="list-style-type: none"> → Skill maturity rate on Sustainability 	Business 	<ul style="list-style-type: none"> → 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

People 	<ul style="list-style-type: none"> → Skill maturity rate on Performance management → Affinity rate 	Planet 	<ul style="list-style-type: none"> → Circular GMV share 	Business 	<ul style="list-style-type: none"> → 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

People 	→	Planet 	→	Business 	→ 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"> <input type="checkbox"/> Company culture <input type="checkbox"/> Teammate management <input type="checkbox"/> Team management <input type="checkbox"/> Personalities recruitment <input type="checkbox"/> Social dialogue animation <p>RESPONSIBILITY 2</p> <ul style="list-style-type: none"> <input type="checkbox"/> Commercial policy <input type="checkbox"/> Market per Sport <input type="checkbox"/> Store local offer <input type="checkbox"/> Layout management <p>RESPONSIBILITY 3</p> <ul style="list-style-type: none"> <input type="checkbox"/> Selling & customer relationship management <input type="checkbox"/> Store security <p>RESPONSIBILITY 4</p> <ul style="list-style-type: none"> <input type="checkbox"/> Department / Sport Performance management <input type="checkbox"/> Department hours management <input type="checkbox"/> Commercial dynamism management <input type="checkbox"/> Stock availability management <input type="checkbox"/> Sustainable solutions management 	<ul style="list-style-type: none"> <input type="checkbox"/> Goal setting <input type="checkbox"/> Collaboration / Cooperation <input type="checkbox"/> Organization <input type="checkbox"/> Efficiency <input type="checkbox"/> Adaptability <input type="checkbox"/> Continuous learning <input type="checkbox"/> Prioritization <input type="checkbox"/> Objectivity <input type="checkbox"/> Feedback <input type="checkbox"/> Emotional intelligence
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Regular Interactions with (orange: manager; green: collaborator, blue: stakeholders)



Specialities relating to the role



Prerequisite for the job and next jobs

Prerequisite for the job:

- Experience : Omnichannel sales advisor , Customer service advisor, Customer service center advisor, Workshop technician
- Or external Experience

Next jobs:

- Store operations manager
- Customer service Manager
- Store director
- Manager or operational job in other domains



Glossary

Indicators:

Result: indicators that I need to take responsibility for.

Means: indicators that help my responsibilities: I choose and prioritize these in line with my objectives.

Skills: the list is non exhaustive.

Key skills: **in bold:** fundamentals that every teammate should have to perform within a job and fulfill the essential tasks.

Complementary skills: **not in bold:** They enable teammates to take on tasks other than the essential ones. They help to meet other expectations of the job..

(zig zag)

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