
Position Description

Vacancy Title: **General Manager Retail & Marketing v (1.00)**

Location:

Reports To: **None**

Objective

The General Manager Retail and Marketing drove the performance of the retail store network by leading store operations, sales growth, customer service, marketing execution, brand positioning, inventory discipline, workforce performance, and financial results. The role strengthened operational standards, improved customer experience, increased market reach, controlled costs, and supported profitable growth across all retail locations.

Outcomes

Organisational Stakeholders

1. Technology and Process Improvement

Used technology and process tools to improve retail efficiency, visibility, reporting, and control.

- Improved retail operations through the use of relevant systems and technology.
 - Supported improved stock visibility, delivery tracking, warehouse coordination, order tracking, and reporting.
 - Strengthened process discipline through tools such as Net Stock, Warehouse Management System, delivery tracking, and Monday.com.
 - Used data and system reports to support faster decisions and better follow-up.
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2. Marketing, Brand, and Market Growth

Led retail marketing activity and brand positioning to support sales growth, customer engagement, and business visibility.

- Executed marketing campaigns aligned to retail sales priorities.
 - Strengthened brand presence across retail locations and customer channels.
 - Used consumer research and market feedback to shape sales and marketing activity.
 - Improved campaign follow-through at store level.
 - Supported growth through targeted promotions, customer engagement, and improved brand consistency.
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3. People Leadership and Workforce Performance

Led, guided, and supported retail employees and store leaders to achieve agreed operational, service, sales, and performance standards.

- Built a productive, accountable, and engaged retail workforce.
 - Set clear expectations for store leaders and employees.
 - Provided coaching, guidance, and performance feedback.
 - Strengthened staff capability through on-the-job support and structured follow-up.
 - Addressed conduct, attendance, service, and performance issues in a timely and fair manner.
 - Supported workforce planning to ensure stores had the right coverage, skills, and supervision.
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4. Retail Operations and Sales Performance

Strengthened daily retail operations and sales execution across all stores to improve consistency, efficiency, revenue, and profitability.

- Improved store operations, including inventory control, store layout, merchandising, opening and closing routines, and adherence to policies and procedures.
 - Ensured daily operations were completed consistently across all retail outlets.
 - Reduced operating gaps through improved workflows, standard operating procedures, and stronger store-level controls.
 - Monitored key performance indicators and used results to identify improvement areas.
 - Implemented corrective actions to address sales, service, stock, cost, and compliance issues.
 - Drove sales performance through short-term and long-term retail strategies.
 - Increased market share through improved store execution, customer focus, and targeted sales activity.
 - Supported business growth by aligning store activity with approved commercial objectives.
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5. Customer Service and Customer Experience

Improved the customer experience by setting clear service standards and using customer feedback to strengthen retail performance.

- Lifted customer service standards across the retail network.
 - Supported a positive shopping experience through better store presentation, staff responsiveness, and product availability.
 - Captured customer insights and used feedback to improve service delivery.
 - Addressed recurring customer issues through practical store-level actions.
 - Strengthened customer retention by improving service consistency and follow-through.
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6. Financial Management and Cost Control

Managed store budgets, controlled costs, and supported achievement of agreed financial targets.

- Monitored store budgets and operating costs.
 - Improved cost discipline across stores.
 - Supported achievement of sales, margin, revenue, and profitability targets.
 - Reviewed performance results and took action where stores were underperforming.
 - Improved financial accountability across store leaders.
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7. Compliance, Risk, and Operational Control

Ensured retail operations met relevant company policies, procedures, controls, and regulatory requirements.

- Strengthened compliance with internal policies and approved retail procedures.
 - Improved store-level accountability for stock, cash handling, reporting, and workplace standards.
 - Identified operational risks and supported corrective action.
 - Ensured store operations aligned with relevant business, safety, and compliance requirements.
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8. Problem Solving and Continuous Improvement

Resolved operational issues and improved store performance through practical analysis, action planning, and follow-up.

- Identified root causes of store performance issues.
- Implemented practical solutions to improve productivity, service, sales, stock control, and workflow.
- Supported continuous improvement across retail processes.
- Worked with store leaders to correct issues before they affected customer service or financial performance.

Responsibilities - Key Competencies

Competence	Description
Business	
Strategic Development	Establish the strategic direction and steer the organisation towards its goals
Business Performance	Manage the performance of the organisation.
Planning	Deliver results by developing, reviewing or following a work plan, action plan or operational plan.
Systems and Procedures	Develop and/or apply procedures to assist the organisation achieve its goals.
Documentation	Communicate using formal business writing.
Customer	
Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Commercial Focus	Optimize the commercial viability of the organisation.
People	
Leadership	Utilise a leadership position to influence people and events and to increase performance.
Facilitation	Assist the progress of work ensuring its timely and effective completion.
Professional	
Compliance	Comply with relevant laws and the policies and procedures of the organisation.
Financial Application	Apply financial principles and practices.
Research	Apply formal research methodologies.

Qualifications

Qualification	Discipline	Notes
Preferred		
Degree		

Work Knowledge and Experience

The ability to understand the work environment, the reasons for decisions and how they are related to work. Retail background in building high-performing in-person experiences and know exactly how to enhance them.

The ability to monitor progress against performance expectations, meeting deadlines and communicating the outcomes to the CEO. Hands-on leader who knows how to drive profitability, manage risks and make decisions in a competitive landscape.

The capacity to build productive relationships with Team members and other Teams and colleagues. A demonstrated ability in building and inspiring high-performing teams.

A demonstrated ability to communicate and influence effectively. Ability to lead with understanding customer behavior and insight. A demonstrated experience in marketing background.

Shapes and Manages Strategy The ability to; understand the reasons for decisions and how they are related to their work, understand the work environment and identify issues that may impact own achievement and contribute to team planning, draw on information from a range of sources and to use common sense to analyze what information is important, anticipate issues that could impact on tasks and identify risks and uncertainties in procedures and tasks that are all important for this role.

Achieve Results The ability to monitor progress against performance expectations in ensuring deadlines are met, communicate outcomes to the Chief Executive Officer, apply and develop capabilities to meet performance expectations, demonstrate knowledge of new programs, products or services relevant to the position, work to agreed priorities, outcomes and resources and be responsive to changes in requirements are fundamental to this role

Build Productive Relationships The capacity to; build and maintain relationships with Team members, other Teams and colleagues, share information with Team members, seek input from others, contribute to Team discussions and ensure that others are kept informed, maintain an awareness of personalities, motivation and diverse qualities, treat people with respect and courtesy and an ability to act on constructive feedback.

Requirements

Other Required Statements

No other required statements found.

Interactions

Type	Interaction	Comments
Internal		
	All staff	
External		
	Customers	
	Corporate clients	
	Contractors	

Attributes

Behavioural Styles

- Accountable Assumes full responsibility for own actions and identifies with the success or failure of own part of the overall work/goal.
- Energetic Constantly active and driven to put in effort. Works hard to promote an enterprise.
- Experimenter Tries out new procedures, ideas or activities.
- Innovative Devises new and creative ways to do things comes up with original ideas.

Interpersonal Styles

- Extrovert Outgoing and showing interest in events going on around them, particularly people, new experiences and changing situations.
- Forthright Speaks out frankly without hesitation, showing a direct manner.
- Perceptive Shows keen insight and understanding of issues or situations.
- Team Oriented Enjoys being with others as part of a group or team.

Thinking Styles

- Analytic Able to separate things into their constituent elements in order to study or examine them, draw conclusions, or solve problems.
- Decisive Reaches conclusions, promptly and firmly.
- Initiative Takes action and makes decisions without the help or advice of other people.
- Well organised Controls tasks in a well thought out and critical manner.

How To Apply

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Contact for Enquiries

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Further Contact Information: --

Closing Date: 17 Jul 2026