

Organisation	Reliance Retail Ltd.
Business	Fashion & Lifestyle
Role Name	Cluster Manager
Reporting Manager	Head Regional Operations
Role Purpose	To be responsible for the effective operation of a cluster and delivery of Cluster P&L.
Salary Band	8-16 Lakhs per annum
Location	PAN India

BSC perspective	Key Responsibilities
Finance	<ul style="list-style-type: none"> ▪ Ensure store achieves AOP (Annual Operating Plan) for the Cluster & implement store strategies for sales increase. ▪ Responsible for the overall budget & strategy for all stores within the cluster. ▪ Control shop expenses as per AOP (Annual Operating Plan). ▪ Control shrinkage within specified norms. ▪ Monitor and check security of stock and cash on the premises and report any shortfalls to Head of Retail.
Customer	<ul style="list-style-type: none"> ▪ Lead and develop the staff in the store, encouraging effective communication, setting objectives, initiating work plans. ▪ Manage and resolve complex operational issues that arise across multiple stores. ▪ Oversee resourcing of Store Manager and Department Managers and Customer service Associates in cluster stores including adequate day off and holiday. ▪ Setting and managing rotas to ensure the store is staffed adequately. ▪ Ensure store ambience is maintained in line with the stipulated guidelines & Retail Standard. ▪ Ensure availability of inventory at stores within the cluster. ▪ Audit ranking to score as "Green" in mystery shopping Audit ▪ Market knowledge to understand and Track competition.
Internal Business Process	<ul style="list-style-type: none"> ▪ Coach & develop SMs & DMs to achieve excellent standards, results and best practices. ▪ Support the opening of new stores by ensuring merchandising, stocking, and preparation for smooth store launch. ▪ Work collaboratively with the Head of Retail & Retail Management teams making sure they are fully informed about Retail activities. ▪ Ensure all statutory compliance are adhered at stores.

	<ul style="list-style-type: none"> ▪ Enroll customers into the “Reliance One” loyalty card program. ▪ Review customer feedback to enhance levels of customer service. ▪ Ensure 100% knowledge and Adherence to SOP in all stores. ▪ Ensure required reports are sent on time. ▪ Conduct and drive cluster Audit as per norms. ▪ Liaison with EPC (Engineering, procurement & construction) and FM (Facilities Management) to help the store manager solve store related issues.
People/ Learning & Growth	<ul style="list-style-type: none"> ▪ Guide, coach, train & mentor the team. ▪ Set expectations and give regular feedback. ▪ Ensure stores conduct the employee engagement activities in line with HR calendar. ▪ Involvement in career development programs of Store Manager, Dept. Manager & Associates. ▪ Train in visual merchandising, SOPs, Customer Service and Product knowledge.

Competencies	
Functional Competencies	<ul style="list-style-type: none"> ▪ Sales & profitability ▪ Planning & organizing ▪ Strategic thinking ▪ Attention to Detail ▪ Knowledge on Financial Planning and Analysis ▪ Market/competition knowledge ▪ Shrinkage control
Generic Competencies	<ul style="list-style-type: none"> ▪ Customer Centricity ▪ Build high performance teams ▪ Collaborative team player. ▪ Sensitivity to process grievance ▪ Planning & goal setting ▪ Team Development ▪ Being a role model ▪ Motivating ability

Academics and Experience	
Qualification	Graduate/Post-Graduate in Retail or equivalent degree
Work Experience	8+ years' experience