



## Assistant Branch Manager

Reports to: Branch Manager

### Job Purpose:

To support the Branch Manager in leading and motivating the branch team to achieve sales and promotional targets in line with business plans. The role assists in maximising revenue, supporting effective cash flow management, and helping to protect company stock, assets, and operational standards within the business unit.

### Key Responsibilities

#### Team Leadership

- Support the Branch Manager in recruiting, managing, training, and developing branch staff in line with company policies and employment legislation.
- Assist with staff performance management and ensure HR procedures such as appraisals, discipline, and grievance processes are followed.

#### Sales & Business Performance

- Assist in planning, forecasting, and monitoring sales, margins, costs, and overall branch performance.
- Support the implementation of promotional activities and sales strategies to achieve business targets.

#### Financial Management

- Assist in managing cash handling and debtor accounts in accordance with company procedures.
- Support the monitoring of costs and overheads to help maintain profitable branch performance.

#### Stock & Inventory Control

- Ensure company stock is stored safely and in line with manufacturer specifications.
- Maintain accurate stock records and ensure stock documentation is processed correctly.
- Carry out regular stock takes and report any discrepancies to the Branch Manager.
- Assist in monitoring slow-moving or obsolete stock.

#### Operations & Customer Service

- Support the maintenance of effective merchandising, store layout, and customer flow to maximise sales and customer satisfaction.
- Assist in maintaining high standards of customer service and staff product knowledge.

#### Compliance & External Relations

- Ensure compliance with company health and safety policies and relevant legislation, promoting staff awareness.
- Liaise with external agencies, suppliers, and partners when required, particularly in the absence of the Branch Manager.

#### Business Awareness

- Monitor competitor activity, pricing, and market trends and communicate relevant information to the Branch Manager and appropriate departments.

*The Power to Supply*

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