

Direct Retail Manager

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Company: Dyson

Location: United Kingdom

Category: other-general

About the Role

As the Direct Retail Manager you will be responsible for the performance and success of our Dyson Demo Store in Vösendorf, the Pop Up Store in Parndorf and all our Mall Demo Zones across Austria. You`ll be the one driving Dyson`s expansion into Direct Retail, leading & shaping high performing teams and executing our ambitious growth plans always in line with the Global Dyson Retail strategy.

Functional objectives:

Provide best-in-class shopping experience through the Direct Business based on our Dyson Retail principles

Own the Direct Retail P&L and ensure that profitability targets are being achieved

Lead & further develop the high-performing Dyson Direct Team and ensure an “Consumer/Owner First” mindset

Drive Dyson`s ambitious expansion plans into Direct Retail by identifying new premium locations and ensure flawless project management for new store openings

Develop a compelling vision for Dyson Direct Demo Stores and Mall Demo Zones by observing and understanding trends in the ever-changing retail landscape

Responsibilities

Be an active member of the Retail Sales Leadership Team

Be a trustful member of the Retail Sales leadership team (Head of Sales, Senior Key

Account Manager, Field Sales Manager & Retail Activation Manager) to provide and receive updates on the business, work in synergy and align on critical decisions

Lead by example and be a point of reference for all other colleagues; behave in line with our core values, be willing to support others when needed

Provide relevant feedback to your peers, your team and other colleagues to enable and support an inspiring high performing culture

Respect others, challenge them when needed; defend your ideas whilst being open to other/new perspectives

Lead a high performing and effective team

Set stretching and measurable targets and inspire commitment from the team to achieve those goals. Provide continuous constructive feedback through regular performance reviews

Deploy performance management tools that improve outputs and ensure that team members feel supported throughout. Addressing the high performers and underperformers in your team appropriately.

Create a positive working environment that is rewarding and enjoyable. Sharing achievements and celebrating success.

Lead career development conversations to lift talents leading to promotions and career development

Responsible for driving engagement in your team, measured through pulse surveys

Lead a team of 4 direct reports and a total organization of ~25 people; organization will grow significantly with further expansion

Drive business performance

Lead, mentor, and develop a results-oriented Direct Retail team, responsible for total Austrian store P&L, drive revenue & margins whilst managing costs effectively

Set store-level budgets and optimize store processes to drive profitability levels at each store; identify potential expense reductions when necessary

Monitor and analyse Demo Store performance via clearly defined KPI's

Oversee operational tasks through Retail Operation Manager

Build strong cross functional relationships to drive the business: HR, Category Managers, Marketing, Retail Activation, Logistic, Legal, Finance, Digital, Educational Team

Partner with Retail Team to ensure Stores and Demo Zones are aligned to global guidelines.

Lead the implementation of new tools at market level

Partner with HR team to create and maintain all policies and procedures to cascade at store level.

Build Dyson's future in Direct Retail

Set up a compelling vision for Dyson's future in the Austrian Retail landscape

Build & execute an ambitious 5-year expansion plan based on data analytics and shopper insights

Deliver convincing business cases for new store locations by considering strategic fit, sales potential and costs

Evaluate and negotiate with broker support new rental or existing lease contracts. Build strong relationships with landlords

Recruit and build high-performing store staff for all direct locations

Engage and pro-actively support with other duties as required whilst adopting Dyson behaviors and maintaining the Austrian Retail Sales Identity.

About you

3+ years of leadership experience in a premium or luxury retail environment. Strong retail management experience with multi-site oversight.

Experienced in managing P&L and profit delivery

Proven people management skills

Acumen for KPI's and sales data analytics

Curiosity and willingness to challenge existing processes in the spirit of constant improvement

High motivation and ability to work in a fast-paced, rapidly changing environment

Strong collaboration and communication skills at all levels of the organization

Fluent German and English

Willingness to travel (~30%)

Depending on your qualification profile and experience, we offer an annual gross salary starting at €65,000.

Benefits

'Wiener Linien' Annual Traveling ticket or company car

Bike Leasing

Company Bonus Scheme OR Performance related bonus

Agile working

EAP (Employee Assistant Programme)

Relaxed dress-code

Discount on Dyson machines and corporate benefits

free coffee and snacks

Dyson is an equal opportunity employer. We know that great minds don't think alike, and it takes all kinds of minds to make our technology so unique. We welcome applications from all backgrounds and employment decisions are made without regard to race, colour, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status or other any other dimension of diversity.

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