



Job Title:	Head of Retail
Location:	Stockport County FC, Edgeley Park
Reporting to:	Chief Operating Officer
Contractual Hours:	40 hrs Per Week, Mon-Fri and matchdays.

About us:

Founded in 1883, Stockport County are one of the country's longest established football clubs. Initially formed as Heaton Norris Rovers, the Club officially became Stockport County in 1890 after the County Borough of Stockport and have been based at Edgeley Park since 1902.

The team currently competes in EFL League One, the third tier of the English Football League, after winning the 2023–24 EFL League Two title.

Job Description:

The primary purpose of the Head of Retail role is to build and lead the Retail team to deliver a best-in-class retail & e-commerce experience.

Roles & Responsibilities

Key duties include:

- Strategic development and management of the club's entire retail operation to meet revenue and profit targets
- Sourcing and selling quality products at targeted margins across a range of channels
- Identification and development of relationships with strategic suppliers
- Development and management of efficient stock storage, audit control, and security
- Development and management of strategic retail calendar with impactful seasonal campaigns and optimised product ranges for key football dates (e.g. new kit launch)

- Building, managing and driving effective sales processes to meet commercial targets
- Set and exceed expected levels of customer service both in-store and online
- Developing a culture and ethos of upselling and cross selling in conjunction with other departments
- Managing Club's Ecommerce platform (currently Shopify)
- Setting and managing team and individual KPIs, as well as recruitment and rota management
- Provide regular weekly and monthly reporting demonstrating progress against revenue and profit targets
- Working with the Chief Operating Officer to develop the club's retail strategy ensuring it aligns with the Club's business objectives
- Working closely with the Marketing Team to create and deliver our retail marketing strategy
- Managing the overall operation of the Superstore at Stockport County's Edgeley Park Stadium
- Collaborate with cross-functional teams to ensure the integration of retail strategies with other business functions.
- Liaising closely with the Chief Operating Officer to devise clear cross platform selling strategies
- Oversee our relationship with our third-party logistics provider to ensure it meets service KPIs, delivers an efficient service and meets the needs of physical and e-commerce customers.

Candidate Requirements:

- Significant experience in retail operations, preferably within the sports, entertainment or retail sectors. Covering both stores and ecommerce sectors.
- A highly self-motivated retail specialist with a track-record of delivering sales growth and strong commercial results

- High level expertise in retail/merchandising sales and understanding and application of retail 'best practice'
- E-Commerce platform experience, preferably using Shopify.
- Excellent supplier, partner, manufacturer communication and relationship-building skills
- Experience of analysing retail figures: cash flows, P&L, product margins, stock reports, etc.
- Track-record in successfully marketing and promoting retail products; in-store/online
- Strategic thinking with long-term perspective. An ability to turn insight into business opportunities and success
- Proven people management skills. Specifically, management of revenue-generating teams, with a track record of leading and inspiring staff
- High levels of professionalism and integrity
- Track record of negotiating deals for the best interests of the business
- Implement standards required to meet/exceed customer expectations
- Have a flexible approach to work and the ability to work weekends and evenings
- Excellent communication and collaboration skills to work effectively with cross-functional teams.
- Strong project management skills, with the ability to prioritise and manage multiple initiatives simultaneously with an ability to work independently within a fast-paced environment.
- Knowledge of retail best practices and current trends in the sports and merchandising industry.

Equality & Diversity

Stockport County Promotes equal opportunities in employment and we positively welcome applications from all candidates regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

We will screen all applicants and select candidates whose skills and experience seem to meet our needs. We will carefully consider your application during the initial screening and will contact you only if you are selected for an interview. Employment is subject to the provision of proof of eligibility to work in the UK.

Safeguarding

Stockport County Football Club is committed to safeguarding the welfare of children and young people and expects all staff and volunteers to endorse this commitment. Roles will be subject to a DBS check. This will be either a basic, standard or enhanced check depending on the job role and responsibilities.

To apply please send your CV and Covering letter to hr@stockportcounty.com

Closing date Friday 4th October, 5pm.

