



# Area Manager



## About Post Office

The Post Office has thrived at the heart of high streets and local communities across the UK for over 370 years. As one of the country's most trusted brands, we take our commitment to providing essential services to customers across the UK very seriously.

We're the UK's largest retail network, as well as the largest financial services provider in the UK, with over 11,600 branches nationwide – more than all of the UK's banks and building societies put together.

We know that the best way to provide a great service for customers is to evolve our business and adapt to their changing needs. That's why we have a range of over 170 products and services, from personal financial services like banking, insurance, payments and travel money, to telecoms and, of course, mails. And we're improving our online and in store experience for customers. We know that our customers never stop changing, so neither will we.

Securing the future Post Office's future:

We are working hard to ensure that the next chapter of the Post Office's history is a bright one. We are the current guardians of an iconic business and we want to hand over a thriving network of branches which can continue to provide essential products and services for our customers for many years to come. This is a uniquely exciting and challenging time for the Post Office – we're shaping the future and creating a business we can all be proud of.

Working at the Post Office:

Post Office colleagues are the driving force behind our business. Whether they are in our branches or supporting from our offices, we are proud of the energy, commitment and customer focus our people all have in common.

All Post Office people are guided by our three values and behaviours, see [Code of Business Standards](#):

We **care** by always **thinking customer**  
We strive to make things ever better through **honest challenge**  
We **commit** to **decisive deliver**

## The basics

Job Title:	Area Manager
Grade:	<i>3B</i>
Post Reports to:	Regional Manager
Division:	<i>Retail Operations</i>
Business Unit:	Retail
Budget Responsibility:	<b>IRRELEVANT</b>
Number of Direct Reports:	Nil direct reports, but leadership of up to circa 100 branches
Location:	Field Based

## The purpose of the role

This is a key support and development role reporting directly to the Regional Manager. This role will support a team of up to 100 franchise and independently owned Post Offices. The individual will be responsible for delivering income of circa [RELEVANT] per annum.

This role will deliver results, sales profit and service by directly influencing Postmasters, and other Commercial Partners. The individual will build effective commercial relationships, and influence Postmasters and Commercial Partners to deliver excellent customer experience, drive customer focussed sales and deliver profit contribution for a geographical patch, within the branch network. By developing a culture of support and community the role holder will harness the trust of the branch teams and support them to develop their own businesses, ensuring a robust and thriving network of branches for our customers. The role holder will drive sales performance and transformational initiatives in up to circa 100 branches whilst maintaining an excellent service to customers, initiating improvement activities where required standards are not being achieved and ensuring team working and effective people behaviours are deployed throughout their network.

This role will interface, and build a strong working relationship with the local Regional Operations Team and wider virtual team, including FRES, Bank of Ireland, Royal mail and Parcelforce, to ensure that the business network strategy is delivered.

This role will have accountability for the delivery of the business Retail Strategy across their area.

## Principal accountabilities

- Inspire through influence, support and motivation a team of up to 100 Postmasters/Commercial Partners to deliver great business results, excellent customers service, and develop sustainable and profitable businesses
- Build strong commercial relationships with branch leaders, through a combination of one to one meetings and local group meetings, communicating and embedding the business strategy and objectives
- Responsible for developing a sense of support and community amongst branch owners and operators, which will enable the sharing of best practice and identification of new innovative ways of developing branch performance
- Harnessing the expertise of the wider virtual and specialist teams to support the community of offices in the area
- Deliver all balanced business scorecard measures focussed primarily on the achievement of outstanding customer service, and the delivery of the Regions Profit & Loss target
- Responsible for seeking and acting on customer feedback, to continually improve the experience in our branch network, including the handling and resolution of complaints
- Work with the Regional Operations Team to develop and deploy a robust succession plan at area level, recruiting and developing high performing Postmasters within own area
- Responsible for the delivery and influence of the wider business strategy and transformation plan
- Inspire, support and coach team members to enable them to fulfil their full potential
- Responsible for ensuring compliance with any specific legislative, regulatory, or contractual requirements, protecting business brand values and enhancing the Post Office brand within the communities we serve
- Ensure the wellbeing of fellow team members by deploying all Health & Safety and wellbeing standards

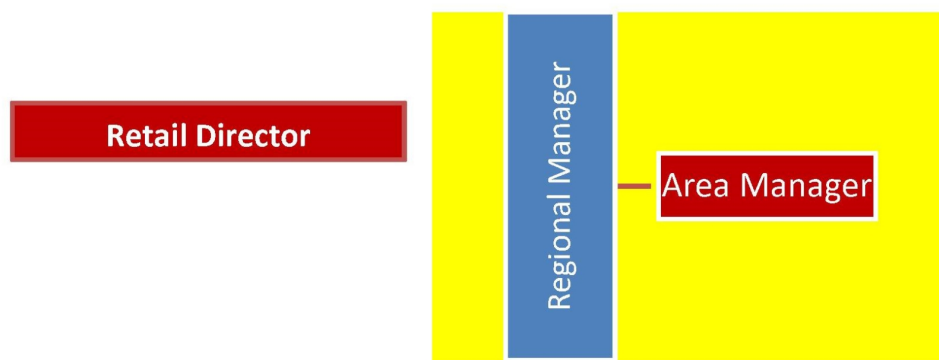
## Qualifications, experience and skills

- General management professional with experience of working in a large complex, franchise and independently operated multi-site corporate environment. An inclusive team member who

can foster partnerships, work collaboratively across boundaries and achieve performance and results through others

- Excellent influencing and communication skills. Able to deliver messages effectively at all levels. Must be able to motivate and enthuse others to deliver business initiatives and strategy
- Commercially orientated with good business acumen, analytical and numerate, with the ability to understand and interpret trends from data
- Excellent coaching and development skills. Must be confident in challenging others whilst at the same time maintaining a relationship of integrity and trust
- Proven track record of strong relationship building and networking skills within a retail environment
- A history of successful delivery of a balanced business score card, through a team of others
- Personal credibility with strong general management experience and understanding of sales performance coaching and ability to deliver engaging and effective coaching
- Strong support and coaching skills with the ability to build successful teams focussed on common goals
- Ability to guide people in a complex and agile environment, and deliver business change initiatives
- Passionate customer service orientation and desire to drive excellence.
- Personal resilience and drive to succeed. Self-motivated to achieve against targets.
- Experience of working with cross functional teams to embrace skills and experience from the wider business
- Experience of recruiting, coaching and developing a high performing team
- Must have strong communication skills, both written and verbal
- Ability to analyse sales and P&L data in order to make decisions to improve profitability.
- Experience and understanding of creating and delivering business plans, to support
- Postmasters to maximize the potential of their investment
- A working knowledge of good retail practice in the convenience sector
- Strong team ethic and team working
- Ability to deliver product training on a one to one or group level
- Great time management and planning skills
- Able to plan and prioritise task to deliver maximum returns

Where does this role fit in with the rest of the team?





## IT permissions

Please note that the following section is to be completed by the Line Manager:

### IT permissions

Job Role	
IT Equipment	Other Staff
Applications	Standard Application Build
System Access	Standard System Build
Other System/Application	Credence
Approved by [System Owner]	
Job Title [System Owner]	
Date	