



Effective for: 2007/08

**JOB DESCRIPTION & ANNUAL ACCOUNTABILITIES**

**NAME:** **REPORTING TO:** Thailand General Manager  
**POSITION TITLE:** Retail Store Manager **DIRECT REPORTS:** Travel Specialists  
**DEPARTMENT:** Retail **LOCATION:**

**POSITION PURPOSE:**

The Store Manager heads the Store team and is responsible for customer service, day to day store management, team performance and training, and financial reporting and monitoring to ensure outstanding customer service and store profitability.

**QUALIFICATIONS AND EXPERIENCE**

- Experience within the retail travel industry
- Experience in managing a small team
- Personal and/or professional travel experience to Intrepid destinations
- Experience working with computer booking systems – Sabre/Worldspan advantageous
- Travel industry qualifications advantageous

**OTHER SKILLS AND ATTRIBUTES**

- Passion for travel in the Intrepid style
- Outstanding customer service & conflict management skills
- Strong problem solving & decision making abilities
- Sound organisational skills and attention to detail
- Excellent verbal and written communication skills
- Ability to delegate and organise others
- An understanding of and belief in Intrepid's Responsible Travel philosophy
- Friendly and flexible team player
- Responsible and reliable

Annual Operational Accountabilities	Benchmark Measure
Store profitability	Store Gross profit target
Provide Customers information on Product & destinations	Customer feedback ratings
Achieve annual budgeted \$ sales turnover for Store including trip, airfare and insurance sales	Sales targets
Achieve annual budgeted passenger targets for Store	No. of Passengers booked
Maintaining Customer database	No. of new records per month
Events organisation and presentation	Sales per event New records on data base
Store Administration	Co-ordination of all admin tasks
Local area marketing	Sales per campaign
Visual merchandizing	Customer feedback ratings
Financial management	Completion of reports
Team management	Staff performance ratings
Maintain excellent service levels to all clients	Feedback average of pax experience of agent
Retail team is aligned with Intrepid's core values	Internal customer service survey
Drive Best Sales Practise standards / Intrepid steps of selling	Mystery shop results, sales results

**KEY ACTIVITIES TO DELIVER ACCOUNTABILITIES**

Accountabilities	Key Activities
Store Profitability	<ul style="list-style-type: none"> <li>• Development of sales initiatives and evaluating results</li> <li>• Monitoring store financial performance and reporting to GM</li> </ul>

Provide Customers information on Product & destinations	<ul style="list-style-type: none"> <li>• Maintain up to date Product knowledge</li> <li>• Service all customers promptly providing relevant information and assistance with booking trips</li> </ul>
Achieve annual budgeted \$ sales turnover for Store	<ul style="list-style-type: none"> <li>• Make necessary reservations on Intrepid group and independent trips in all destinations and forward invoices</li> <li>• Confirmations are chased if response not received the next day</li> <li>• Payment allocation - prepare and forward updated invoices after deposits/full payments have been paid</li> <li>• Prepare and dispatch documents for paid bookings via email</li> <li>• Expired options and Late Payments reviewed daily</li> <li>• Offer air and insurance on all bookings</li> </ul>
Maintaining Customer database	<ul style="list-style-type: none"> <li>• Obtain listing of potential and current customers wherever possible</li> <li>• Regularly review and ensure database (mailing list) is kept up to date</li> </ul>
Local area marketing	<ul style="list-style-type: none"> <li>• In consultation with GM and marketing co-ordinator plan and implement local marketing calendar of campaigns</li> <li>• Evaluate sales and ROI of each campaign</li> </ul>
Visual merchandising	<ul style="list-style-type: none"> <li>• Create and set up displays to support sales campaigns, events or marketing campaigns</li> </ul>
Events organisation and presentation	<ul style="list-style-type: none"> <li>• Devise and schedule events in line with local and global marketing calendars and campaigns</li> <li>• Attend and present at promotional events, providing customers with relevant information and assistance with booking trips</li> </ul>
Store Administration	<ul style="list-style-type: none"> <li>• Delegate or carry out tasks to ensure store is fully functional at all times</li> <li>• Resolve problems and when necessary liaise with GM</li> <li>• Delegate or carry out various duties including - housekeeping, cleaning, cash handling, computer systems maintenance and back-up, ordering supplies, verifying accounts for payment, monitoring functioning of equipment (multi-media, IT)</li> </ul>
Financial management	<ul style="list-style-type: none"> <li>• Ensure cash handling and recording of transaction procedures are followed</li> <li>• Cash and cheques banked at end of day</li> <li>• Weekly and monthly reports completed.</li> </ul>
Team management	<ul style="list-style-type: none"> <li>• Manage recruitment, in-store training and coaching, team rosters, performance reviews, and performance pay according to Intrepid procedures</li> <li>• Organise and implement product knowledge training for all team to ensure current knowledge of all Intrepid destinations and products is held within the store</li> <li>• Coach team weekly/monthly in line with best practice sales model</li> <li>• Post and review team performance KPI's</li> </ul>
Maintain excellent service levels to all clients	<ul style="list-style-type: none"> <li>• Ensure all team members deliver exceptional service and resolve any customer concerns promptly and efficiently in line with Intrepid procedures</li> <li>• Follow up on all team member files to ensure accuracy and service levels</li> </ul>

#### **OTHER REQUIREMENTS**

To attend monthly store meetings outside trading hours

To resolve store emergencies out of hours

To work flexible shifts and hours