

# Job Description

## BUTCHER COUNTER SUPERVISOR



<b>LOCATION:</b>	Primacy Meat Counter based in Tesco Store.
<b>REPORTING TO:</b>	Manager/Area Manager/Senior Management Team.
<b>RESPONSIBLE FOR:</b>	Butcher/Counter Assistant
<b>OPENING TIMES:</b>	Monday to Sunday - local opening times applicable.
<b>HOURS:</b>	Rota basis – five days per week.

### COMPANY OVERVIEW:

Primacy Farm Butchers is owned by the Bowman family and the farm, which has been in the family for over 30 years, supplies our Tesco Meat Counters across Northern Ireland and our own Food Village, based in Bangor. The company has won many prestigious awards over the years including N. Ireland Butcher of the Year and the UK Butchers Plus Award and this has been achieved with a combined excellence of product and staff.

### ROLE OVERVIEW:

The Supervisor has the responsibility of supporting the manager and running the counter in their absence, taking pride in the counter display and ensure that it is reflective of the quality and standards expected of Primacy Farm Butchers.

You will continually develop your team in order to facilitate the efficient and effective operation of the branch and maximised sales turnover and profit for the branch against targets through the effective use of all available resources.

### KEY TASKS AND RESPONSIBILITIES:

*The following outlines what the role needs to do but also what they must promote with all other team members:*

- Seek opportunities to sell the product with ever customer, every time.
- Produce a good counter and that stock is displayed per the layout standards.
- Ensure stock rotation on every product and food safety management is followed.
- Assist in 'sampling' and 'leaflets', interacting and directing them to the counter.
- To ensure effective cleaning in all areas of business, maintaining a high standard always.
- Ability to work in a busy environment a treat the first and last customer of the day in the same professional manner.
- Manual handling awareness due to heavy lifting of product.
- Working one-to-one with managers to develop concrete action plans to improve performance within individual branch.
- Ensure that Primacy Meats sales process is adhered to.
- Ensure that all the Primacy Meats Operational processes are adhered to.
- Develop your team sales capabilities.

### **Additional Skills:**

- To maximise the company's retail proposition in the area, which is measured by the mystery shopping programme & customer feedback.
- Develop and maintain a positive culture to customer service.
- Respond directly/positively to customer feedback and taking action as required including complaint procedures.
- Ensure 100% satisfaction through interaction with customers, colleagues and display & merchandising of counter.
- Report to Area Manager on sales issues, competitor analysis, market developments and regional influences etc.
- Set standards, objectives and targets for each team member
- Maximise the morale and motivation of all employees within the area.
- Attend training and manage the development of your team.
- Ensure that company procedures are adhered to in relation to waste, returns and counter layout, and continuously look to suggest improvements.

### **Administrative Responsibilities**

- Report lateness, sickness, unauthorised absence to head office with Company Guidelines.
- Ensure allocation of duties to personnel within area.
- Assisted in the recruitment process.
- Sign off petty cash and expense claims.
- Ensure the control of all cleaning, audits, temperatures and health & safety documentation administration within your store.
- Monitor all necessary controls within store to minimise shrinkage.
- Keep risk assessments, maintenance records and report necessary faults.
- Monitor and report on any security issues
- Ensure that all point of sale is current and displayed as instructed.
- In addition to the tasks and responsibilities highlighted in this job description, you shall attend to any further tasks the company may allocate to promote the smooth and efficient running of your area or the business generally.
- Any other relatable administrative duties.

### **PERSON SPECIFICATION:**

- A fully qualified Butcher with a minimum of 5 years Butchery experience (preferably in a retail environment)
- Excellent Knife skills
- A hands-on team builder and motivator, with the integrity, drive and leadership qualities to inspire confidence and secure high standards of performance and professionalism in a challenging and competitive environment.
- A lateral and analytical thinker, with an ability to see issues both strategically and at a practical level, from the company, employee and customer perspectives.
- A decisive, results orientated self-starter with high energy levels, common sense and initiative.
- An ability to provide effective and concrete communication to all levels of the business.
- Good time management and organisational skills, including the ability to work to tight schedules, prioritise and plan according to strategic requirements.
- Fluent English
- Able to carry out the physical aspects, including but not limited to standing for 100% of the time, carrying produce trays, processing deliveries, assisting customers with shopping, robust cleaning, cutting movements.