

General Manager

If you are interested in the job position: General Manager, please submit your résumé and details of your current place of employment, position and salary to the following address, with the subject [**General Manager Position Application**]:

enquiry@thepremieroutlets.com

Reports to	Chief Operating Officer	Function/Region	Operations / China
location	Centre	Band / Salary	T.B.C.

Purpose

Lead the centre, developing and implementing retail solutions, controlling the relevant budget(s), developing strong customer and stakeholder relationships and facilitating a strong team performance in order to enhance the value of the centre.

Key Accountabilities

- Develop the 3-year rolling business strategy for the centre, managing resources and budgets, in order to increase performance and asset value of the centre.
- Monitor and review centre performance against the Annual Business Plan to ensure that KPIs are met/exceeded and the centre continues to maximise its revenue potential.
- Review the budget, forecast and actuals for the annual business plans for the centre, ensuring appropriate resources are managed and deployed, and monitor and control tenant payments in close liaison with finance and leasing to ensure payment terms are enforced.
- Develop income streams and stabilise irrecoverable costs to ensure that profits are maximised and the company can meet current and future demands.
- Recruit, manage, motivate and develop direct reports to ensure that they achieve their potential and that their performance contributes to the achievement of business objectives.
- Liaise with all centre(s) in the portfolio in order to develop and communicate "Best Practice", whilst maintaining an understanding of local issues. Continue to look for new initiatives and changes to develop performance across the centre(s) to maximise centre income.
- Maintain and develop high standards across the centre, including championing the Retail Academy programme, promoting customer service, and adhering to legal and company regulations in order to attain Retail Centre of excellence. Responsible for enforcing health, safety and security
- Standards across the centre to ensure a safe environment to work and visit.
- Develop and maintain relationships with brand partners, investors and local community representatives to promote the best interests of the centre.
- Develop and maintain strong communication links between the centre and Head Office to ensure operational efficiency and to ensure an integrated approach is taken in achieving the business plan.
- In close liaison with the Marketing Director, ensure that Marketing Managers deliver KPI's as agreed in the annual business plan (traffic, customer profile etc).

- In close liaison with the Regional Leasing resources agree on the targeted brand mix in the centre.
- Provide maximum support to the leasing team to ensure that targeted deals are achieved on best possible terms.

Dimensions

This post will manage the Retail Managers, Facilities Manager, Marketing Manager, Centre Administrator and Centre Assistant(s).

Manages the Centre budget – values vary.

Organisational Chart

Reporting lines and structures will change depending on location.

Key Relationships

Internal	External
Chief Executive Officer	Customers
Chief Operating Officer	Brand partners
Investor / Partners	Contractors Suppliers
Centre team	Consultants
Construction Manager	
Leasing / Marketing Team	
Head Office (HR/Accounts/IT)	

Competencies

- Customer Focus
- Strategic Planning and Delivery
- Leadership
- People Management
- Results Focus
- Influencing
- Team Work
- Initiative

Knowledge and Skills

- Educated to degree level, ideally postgraduate business degree or equivalent
- Languages, Chinese & English
- Senior Retail Manager from “blue-chip” retailer, or experienced Centre/ General Manager
- Able to demonstrate direct experience in enhancing sales and profit performance
- Extensive experience in managing a retail portfolio and/or running a successful shopping centre / Department Store
- Visual Merchandising
- Marketing
- Experience and/understanding of project management of retail property development is desirable

- Financial forecasting, analysis and budgeting
- Negotiation skills
- Experience of key account management activities and processes is desirable
- IT skills: Intermediate Word, Excel, Outlook and PowerPoint