

## **Festival Store Manager**

**We're looking for store managers to head up our 9 festival stores this summer 2022**

### **The why?**

It all started in 2018, over 300 colleagues joined together to support our festival activations and bring the experience to life. Since then we've delivered 8 festival stores in 2019 and 5 in 2021. Since the beginning we've served over £1m customers with a smile, and achieved an outstanding 96% satisfaction rate with the store in the process.

It's not just about the sales though, we've delivered a multi award-winning experience which has changed the perception of Co-op within a younger demographic.

Our store will give us physical access to over 500k people and a digital reach in the millions – allowing us to engage with an important younger demographic in a credible and meaningful way pre, during and post each festival.

### **The what**

Following on from the success we've achieved, we are planning to take our Co-op activation to 9 of the biggest music festivals in the UK this year. The partnership will see us operating a 7,000sqft store at the majority of the festivals – which will be the largest store we are opening this year and is also forecast to be the busiest store we will operate!

The store will be staffed 24 hours a day and we forecast over 10,000 customers every 24 hours, it will be hot (hopefully 😊) and we will need to serve a lot of customers and move a lot of stock – it is a very physically demanding environment.

The store will be run by 3 teams across the 24 hours, covering 8 hour shifts each, with up to 30 colleagues on each shift. So there will be a lot of demand on your time to manage a large team of people in an extreme environment.

To top all of that we have lots of new process in place and trials going ahead to drive innovation, optimisation and growth in our festival program.

As store manager you will take a main stage presence as the star of the show to represent and project the Co-op brand and our values onto thousands of new customers and 100's of colleagues. We have an amazing opportunity and we need your support to convert festival goers to Co-op festival shoppers to Co-op customers when they are back to normal day to day life.

### **The Shop**

Our Co-op super store will stock around 300 products in the 7,000sqft structure but it won't look like your local Co-op... for example the majority of ambient products will be merchandised on pallets to allow for a greater volume of stock to be stored.

The store will be inside a bespoke marquee located within the campsite area at each of the festivals. It will be trading from 7am – to up to 3am and will be staffed 24 hours and will have up to 26 tills in operation. There will be 3 shifts per day each covered by 1 team.

### **Shift Patterns**

Please see below the shift patterns in operation, note once assigned a shift team you won't be able to change unless you agree and have approved a swap locally with another store manager. The store

won't trade on a Monday so only the Early shift and Late shift store managers and team leaders will work on this day.

Note; Isle of Wight, Latitude and Creamfields start a day later so the below Monday shifts for these festivals would be Tuesday start and not Monday.

**Shifts as follows:**

**Download, Isle of Wight, Glastonbury, Latitude, Leeds, Reading and Creamfields**

**The Early Team – perfect for early risers who want to enjoy the early evenings at the festival**

Monday - 3pm – 5pm (manager training)

Tuesday – 9am – 4pm

Wednesday - Sunday 7am – 3.30pm

Monday 7am – 1pm for managers only

**The Late Team – perfect if you want to explore the festival in the mornings**

Monday – 3pm- 5pm (manager training)

Tuesday 11am – 5pm

Wednesday – Sunday 3pm – 11:30pm

Monday 11am – 5pm for managers only

**The Night Team – perfect if you're a night owl and want to enjoy the headline act prior to starting work**

Monday - 3pm – 5pm (manager training)

Tuesday 11am – 6pm

Wednesday – Sunday 11pm – 7:30am

Monday – no shift, free to leave at 07:30am

**Belladrum & Kendal Calling**

**The Early Team – perfect for early risers who want to enjoy the early evenings at the festival**

Tuesday - 3-5pm (Manager training)

Wednesday – 9am – 4pm

Thursday – Saturday (Belladrum) Sunday (Kendal) 6am – 4.30pm

Sunday (Belladrum) Monday (kendal) 7am – 1pm for managers only

**The Late Team – perfect if you want to explore the festival in the mornings**

Tuesday - 3pm-5pm (manager training)

Wednesday – 10am – 5pm

Thursday – Saturday (Belladrum) Sunday (Kendal) 4pm – 2:30am

Sunday (Belladrum) Monday (kendal) 11am – 3pm for managers only

<b>Festival</b>	<b>Onsite date</b>	<b>Commence Trading Date</b>	<b>Closedown Date</b>
Download	Monday 6th June	Wednesday 8h June	Monday 13th June
Isle of Wight	Tuesday 14 <sup>th</sup> June	Thursday 16th June	Monday 20th June
Glastonbury	Monday 20th June	Wednesday 22nd June	Monday 27 <sup>th</sup> June
Latitude	Tuesday 19th July	Thursday 21st July	Monday 25th July
Belladrum	Tuesday 26th July	Thursday 28th July	Sunday 31 <sup>st</sup> July

Kendal Calling	Tuesday 26th July	Thursday 28th July	Monday 1 <sup>st</sup> August
Creamfields	Tuesday 23rd August	Thursday 25th August	Monday 29th August
Leeds	Monday 22nd August	Wednesday 24th August	Monday 29th August
Reading	Monday 22nd August	Wednesday 24th August	Monday 29th August

## What is provided?

### Training

There will be a full day of training ahead of the festival season with all selected store managers to support on ways of working and change to process that are different from normal store.

You will be provided with a guidance booklet to support your role on site. There will be a route of escalation provided to you should you require it.

### The Campsite

Colleagues travelling from outside a reasonable travel distance will stay in the staff campsite at each festival - within this staff campsite we will have a dedicated Co-op area complete with a 2-man tent per person, Co-op toilets and showers plus our own security.

### Festival Tickets

You will receive staff accreditation tickets which will give you access to the campsite, staff campsite and arena. You will also be able to leave the site if you wish and parking is available in the public car parks.

### Entry Fees

You will be paid your standard Co-op rate of pay for hours worked but will not be paid for time at the festival when not working – usual out of hours working payment will be supplemented where applicable.

Co-op will cover your travel to/from the festival, all ticket charges for you, parking if required and you'll be entitled to claim your business areas set subsistence allowance for breakfast and dinner if staying at the festival.

### Entry Restrictions

You must be aged over 18 as at 1<sup>st</sup> June 2022. Applications are open to colleagues across One Co-op, however first priority will be given to colleagues who live in proximity to the festival site. Other colleagues can still apply and will still be selected as we are only able to take max 1 colleague per store team. Additionally, please speak to your line manager first to ensure they would be happy with you leaving the team to work at a festival for a week.

## Responsibilities and duties

### Safe, legal and operational

- Validate all safe and legal checks and take corrective action if needed.
- Role model Co-op Ways of Being and Co-op behaviours to be able to co-operate together.
- Inspire and empower your lead team to confidently support and manage colleagues and key roles they are given
- Speaking up about operational insight and themes with partnerships and operational role to influence change to do what matters most going forward.

## Engaging with everyone to succeed together

- Using an inspirational communication style, forge strong relationships with colleagues in store, collaborate with other Store Managers on the other shifts and other functions to reach the desired outcome, i.e. coaching, challenging, engaging teams.
- Build an inclusive culture, so everyone speaks up, their opinion is considered and collaborate

## Embrace change

- Focus on personal growth opportunities to continuously develop yourself - festivals provides an opportunity to take on something new and with increased responsibility
- Be open to new adapted process suitable to festival stores
- Passionately communicate and implement festival process and plans to embed the different ways of working in a festival environment
- Provide open and honest feedback on the effectiveness of implementing & embedding change.
- Be curious, future-focused and find innovate ways of working to improve continuously & feedback to partnerships team post festivals.

## Easy and friendly customer experience

- Advocate and coach our service promises, to help colleagues put our customers first.
- Ensure that best practice and procedures are adopted by colleagues to protect our customers and our brand reputation.
- Understand all your stores operational trading requirements bespoke to festival

## Skills, knowledge and experience

### Skills

- Leading and motivating a large team of colleagues c25+, to inspire operational excellence across our festival stores.
- Has the ability to interact and understand others, able to quickly develop new relationships to ensure trust and a mutual respect.
- Uses a variety of leadership skills to get the best from an individual or a situation which includes coaching to stretch the performance of others.
- Ability to lead and implement training to all colleagues
- Ability to collaborate with other store managers on site & handover at the beginning and end of shifts
- Confidently manage and collaborate with external festival stakeholders such as licencing, health & safety, security, emergency services and be able to provide correct paperwork when required

### Knowledge

- Significant knowledge of Food retail and operations is essential to be able to work in festival stores.
- Knowledge of festival environment beneficial
- Knowledge of click and collect beneficial (not all sites)
- Significant knowledge of back office processes with ability to adapt and implement in different environment
- Continually assess opportunities to improve service & feedback to partnerships team

## **Experience**

- Experienced in managing multiple stakeholders and influencing others to ensure the needs of colleagues, customers and members are met.
- Proven track record of significantly improving commercial delivery and leadership within a very fast paced environment.
- Proactive and reactive decision making to mitigate any risk on site - training will be provided