



## ASSISTANT RETAIL MANAGER Job Description

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Job title:</b> Assistant Retail Manager                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Reporting to:</b> Retail Manager                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Location:</b> AFC Wimbledon Cherry Red Stadium, Plough Lane                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Hours:</b> 37.5 hours per week. Some evenings and weekends required for home matches and events.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Salary:</b> £28,860 per annum                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Role Description:</b> <p>AFC Wimbledon is a professional football club based in Wimbledon, London, with an astonishing history, having been reformed in 2002 to continue 135 years of Wimbledon sporting representation.</p> <p>In 2020 the club returned home to Plough Lane, Wimbledon - to the brand-new Cherry Red Records Stadium - a purpose-built long-awaited modern stadium with 9,000 capacity and excellent corporate and event facilities, funded by the dedicated contributions of its fans.</p> <p>The original Wimbledon FC played just yards away for 70 years and achieved worldwide fame by going from non-league to the Premiership, and beating Liverpool in the 1988 FA Cup Final. Owned by its fans through membership of The Dons Trust, AFC Wimbledon exemplifies community spirit and fan engagement - with award-winning community schemes and charitable endeavours alongside its sporting achievements.</p> <p>Our men's team play in League One, our women's team also play in the third tier, and our Academy consistently develops young players who go on to become professionals in our first team or elsewhere, with our youth teams regularly beating those of Premier League and Championship sides.</p> <p>We are looking to recruit an Assistant Retail Manager to support the Retail Manager in the successful day-to-day operation and commercial performance of AFC Wimbledon's retail business.</p> <p>The Assistant Retail Manager will help deliver an excellent customer experience, maximise retail sales and profitability, maintain high standards across all retail</p> |

operations and support the effective management and development of the retail team.

The role will have a particular focus on matchday retail operations, stock management, visual merchandising, customer service, online and physical retail activity, and ensuring the club's retail offer reflects the AFC Wimbledon brand and values.

The successful candidate will be commercially focused, organised, customer-focused and confident in leading a team in a busy sporting environment.

## **Key Responsibilities:**

### **Store operations**

- Assist in the daily operations of the retail store, ensuring smooth functioning and compliance with policies and standards.
- Support in opening and closing procedures and daily reconciliations.
- Monitor store cleanliness, layout, and visual merchandising in line with AFC Wimbledon branding guidelines.
- Provide customer service and assist with operations in the AFC Wimbledon pop up unit based in Elys Wimbledon.

### **Sales and Customer Service**

- Provide exceptional customer service, addressing queries and resolving complaints efficiently.
- Drive sales by implementing promotional strategies and motivating the sales team to meet targets.
- Analyse sales trends and assist in reporting performance to the Retail Manager.

### **Inventory Management**

- Assist in managing stock levels, conducting regular stock checks, and minimizing shrinkage.
- Coordinate with suppliers and the Retail Manager to ensure timely restocking of popular items.
- Participate in inventory audits and implement recommendations to improve stock management.

### **Team Leadership and Training**

- Supervise and support retail staff, ensuring they understand and meet performance expectations.
- Foster a positive team environment, providing constructive feedback and motivating staff.

### **Event Support and Marketing**

- Coordinate with the Commercial and Communications teams for special promotions or matchday sales opportunities.
- Assist in planning and executing marketing campaigns and club-related promotions within the store.

## **Administrative Duties**

- Maintain accurate records of sales, inventory, and team performance.
- Provide operational updates to the Retail Manager and contribute to strategy discussions.
- Ensure compliance with health and safety regulations, company policies, and local laws.

The post holder is expected to demonstrate and promote AFC Wimbledon's values:

## **Togetherness**

Working collaboratively with colleagues, supporters and partners to achieve shared objectives.

## **Constant Improvement**

Always looking for ways to improve the customer experience, retail operation and commercial performance.

## **Resilience**

Remaining positive, professional and solutions-focused in a fast-paced and sometimes challenging sporting environment.

There is an expectation that this role will be present for all men's first team matchday fixtures: <https://www.afcwimbledon.co.uk/matches>

## **Person Specification**

### **Essential**

#### **Experience**

- Previous experience working in a retail environment.
- Experience of supervising, leading or supporting a retail team.
- Experience of delivering high standards of customer service.
- Experience of working towards sales or commercial targets.
- Experience of stock management and stock control.
- Experience of working in a fast-paced customer-facing environment.
- Experience of working weekends and evenings where required.

#### **Skills & Knowledge**

- Strong customer service skills.
- Commercially aware with an understanding of retail sales performance.
- Excellent communication and interpersonal skills.
- Strong organisational and time-management skills.

- Good attention to detail.
- Ability to prioritise and manage competing demands.
- Confident using IT and retail systems.
- Good numeracy skills and confidence handling cash and financial information.
- Ability to motivate and support colleagues.
- Ability to remain calm and effective under pressure.

### **Personal Attributes**

- Passionate about delivering an excellent customer experience.
- Professional, approachable and enthusiastic.
- Reliable and committed.
- Proactive and able to use initiative.
- Team-focused and collaborative.
- Positive attitude towards change and continuous improvement.
- Comfortable working in a busy football environment.
- Strong personal integrity and professionalism.

### **Desirable**

- Previous experience within sports, football or football retail.
- Experience of working in a football club or stadium environment.
- Experience using an e-commerce platform or retail management system.
- Experience with merchandising and retail product launches.
- Experience managing or supervising casual/event-based retail staff.
- Knowledge of AFC Wimbledon and its supporter community.
- Understanding of retail KPIs and commercial reporting.

**Closing Date**      23 September 2026

### **How to Apply**

Please send your CV and a cover letter to:  
HR@AFCWimbledon.ltd.uk

Please note, applicants who do not meet the essential criteria outlined above will not progress to interview.

We reserve the right to close this vacancy early if application volumes are high, early applications are encouraged.

### **Our commitment**

AFC Wimbledon is committed to the principle of equal opportunity in employment and its employment policies for recruitment are designed to ensure that no job applicant or employee receives less favourable treatment on the grounds of age, disability, gender re-assignment, marriage and civil

partnership, pregnancy and maternity/paternity, race, religion or belief, sex or sexual orientation.

AFC Wimbledon is committed to safeguarding all children, young people and adults are risk involved in its activities and events. The group recognizes its responsibility to safeguard the welfare of vulnerable groups by a commitment to procedures to protect them. The group additionally expects all staff and volunteers to fully support and promote these commitments.

