



**Join an ethical and award-winning employee owned outdoor clothing brand as UK Brand Stores Manager.**

### **The Role**

- This role will be based at our Páramo brand store in Ringwood, Hampshire working 5 days a week on a Monday-Sunday rota.
- You will be based out of the Ringwood store, which you will manage, but will also regularly visit our other 4 UK brand stores to oversee their successful management, ensuring the best possible representation of Páramo and third party supplier brands.
- You will be responsible for optimising the profitability, efficiency and market penetration of all brand stores and ensuring the smooth running and visual display of the brand stores is maintained and enhanced.

### **You Will**

- Manage and oversee the successful running of the Páramo brand stores providing clear and effective leadership to the individual Retail Sales Managers.
- Maximise and analyse the performance of the stores in order to plan and respond to market conditions.
- Provide visual guidance and plans for displaying product in store following brand store guidelines, including display of new lines, offers and third party products; including coordinating smooth seasonal changeovers to maximise sales potential as well as providing an annual review of the guidelines.
- Manage relationships with third party product suppliers including orders, distribution and merchandising to maximise their benefit to Páramo. Liaise with supply as necessary to optimise stock turn rates.
- Manage recruitment of new Brand store Managers as required for the business.
- Provide assistance to Head of Sales with the Brand Stores' annual sales and expenditure budgets and sales strategy, implement as approved.
- Suggest and implement relevant direct-to-consumer sales schemes and provide support to ensure that they are managed in brand stores
- Work with Head of Sales and Head of Marketing to prioritise Store Sales related promotional spend including individual localised budgets
- Oversee all team processes and ensure that projects, plans and procedures are in place to support them including training and development of managers.

The successful applicant must have a full clean UK driving licence and be able to work weekends.

### **You Will Be**

- Outdoor market aware, with a strong drive to achieve
- Customer focussed with good people skills
- Experienced in managing people; including motivating and coordinating
- Able to manage performance and delegate effectively
- Proactive with a keen eye for detail

- Experienced in retail sales with visual merchandising knowledge
- Educated with at least two A levels (or equivalent) with GCSE English language and Maths (or equivalent).

### **The Rewards**

- Competitive benefits and rewards including pension, health cash plan and profit related bonus scheme
- Additional flexible benefits options including boosted pension contributions, extra holiday or assistance with childcare costs
- Annual leave starting at 26 days rising with service, plus public holidays
- Friendly and informal environment with monthly team lunches and quarterly events
- Be part of an employee-owned business where you can clearly see the effect of your efforts
- Contribute to an award winning international company with values that you can believe in.

We are passionate and committed to being an inclusive and diverse employer, encouraging different perspectives and experiences to make us a more innovative and creative workplace.

### **The Company**

Páramo Directional Clothing designs and distributes durable garments for outdoor people, using unique and superior fabric systems to keep them comfortable in extreme environments. The products are indefinitely renewable using Nikwax® aftercare and their innovative design allows the garments to be recycled at the end of their useable lifetime.

We develop our products in-house, from the headquarters in Wadhurst, East Sussex, with the garments manufactured at The Miquelina Foundation in Bogotá, Colombia. This partnership started in 1992 and has assisted over 10,000 vulnerable women to find a better life, away from prostitution or exploitative situations. With Páramo's support, the factory has carried the World Fair Trade label since 2017.

We have an ongoing dedication to minimising our impact on the environment and a devoted group of people to help develop the business. Páramo is employee owned, which will protect and build upon our purpose and values, whilst securing a bright future for all employee owners.

We highly value our employees, whom we are proud to call Partners, and this is an exciting opportunity to join our company.

### **To Apply**

If you would like to apply for this position, please send us your CV & Covering Letter (clearly stating your salary requirements) by not later than Sunday 18<sup>th</sup> May 2025 to [recruitment@paramo.co.uk](mailto:recruitment@paramo.co.uk)

Candidates must be able to provide evidence of their right to work in the UK.

We reserve the right to close this advert early.

To view details of the Páramo Job Applicant Privacy Notice, please visit <http://www.paramo-clothing.com/blog/en-gb/careers/>