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Our recruitment process

Co-op Retail Development Manager

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About us- Coop and Nisa

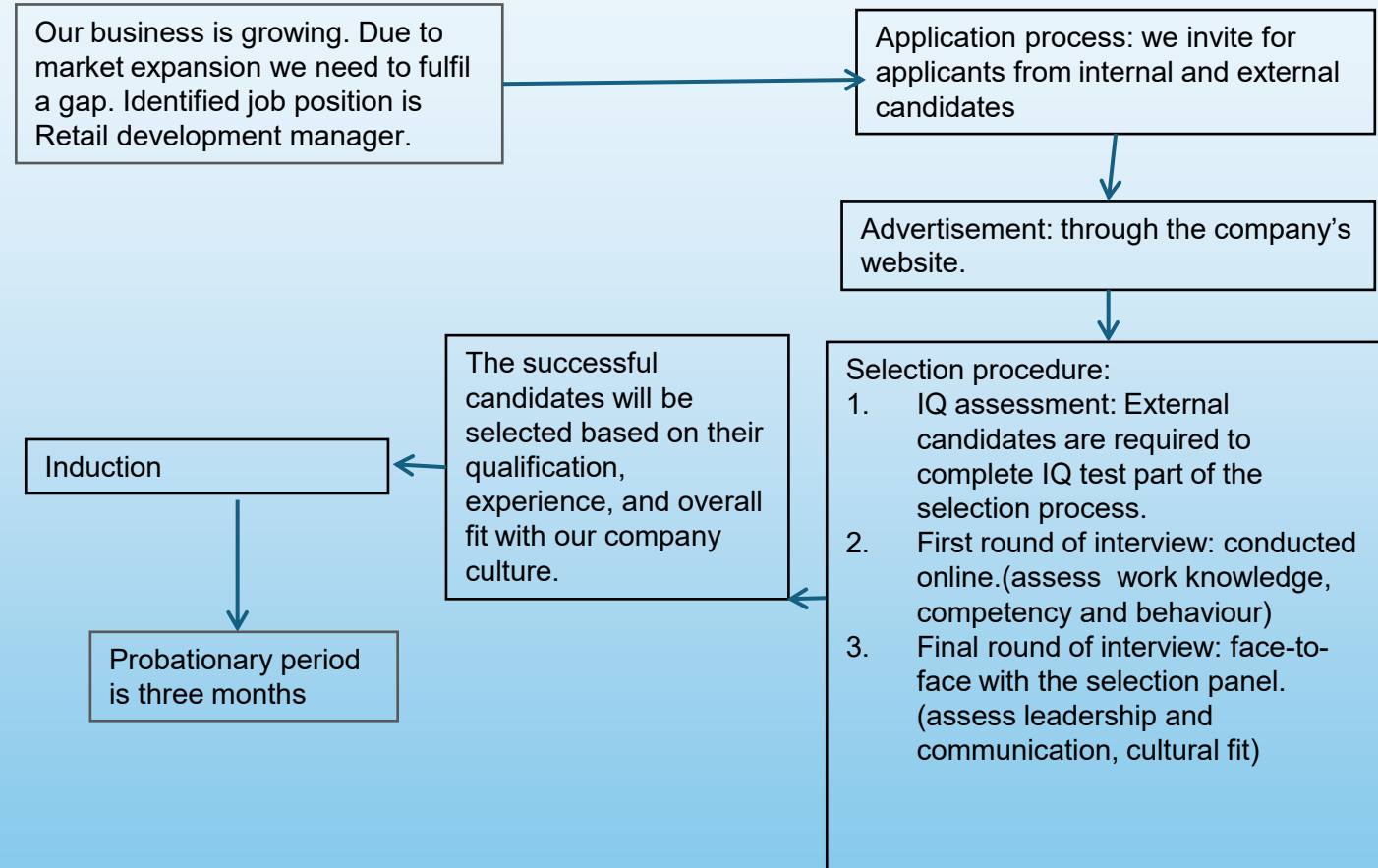
The Co-operative group acquired Nisa Retail Limited in 2018, expanding its reach into the independent and wholesale market of Nisa, which supplies goods for thousand of independently owned stores across UK.

Through Co-op Wholesale, the group supplies both branded and own-label products to Nisa members and other independent retailers.

By combining Nisa's distribution network group strengthened its supply chain, improved pricing and improved its presence in the fast-growing convenience retail sector. Retailers | Co-op Wholesale(2025)



Recruitment process – Retail development manager.



Why we're hiring ?

Job purpose:

- We are growing, and right now we're looking for Retail Development Managers join with us.
- Contact between coop wholesale and a portfolio of 25-30 independent sites.
- Help these business thrive is our goal.
- Work closely with each store to boost performance, roll out commercial strategies, and deliver initiatives that drive sales and growth.

Job identification:

- Job title: Retail development manager
- Location: Birmingham

Job description:

We offer a competitive salary of around £55000, along with a comprehensive benefit package that includes use of a company vehicle.

This is a field-based position, requiring regular travel to stores within your area and hybrid working. A full UK driving license is required for this job.

In this role, you will drive sales growth, deliver vital operational support, and contribute to the implementation of business strategies as needed.

It is an excellent chance to expend your knowledge and experience.

Job duties and responsibilities:

- Increase sales and build strong, long-term relationships by supporting retailers in developing their business opportunities.
- This includes working remotely and regular on-site visit within the region to maintain close contact and provide hand-on support.
- Educate and guide retailers to improve performance and enhance their knowledge, ensuring they are equipped to meet business expectations.
- Develop and track key performance indicator (KPIs) to monitor progress and drive continuous improvement.
- Collaborate closely with Head Office and cross-functional operational teams to ensure alignment, share insight, and deliver consistent support across the network.

(Co-op Careers ,2025)

Qualifications and experience:

Degree or equivalent experience in business, in retail management or a retail field. Previous experience in retail operation, field sales, or business development. Understanding of co-op policies, compliance, and values.

Key skills and competencies:

Strong knowledge of retail and wholesale operations, Excellent communication and relationship-building skills. Ability to analyse and interpret sales data. Negotiation and problem-solving skills. Ability to work independently, travel extensively.

1. Different types of interviews

structured interviews

- We can set up different types of job interview questions. For instance, competency-based, behavioural, and technical questions.
- Using the same set of questions for all candidates ensures fairness and allows for easier comparison and analysis.
- Structured interviews are ideal for the first round of the hiring process. They help mitigate potential biases and are easier to manage.
- Draw back: The questions can potentially be leaked, which may affect the integrity of future interviews. Levishin, J. *et al.* (2014)

Different types of interviews:

2.Un-structured interviews

- There is no strict list of questions.
- We can start with a broad questions and then follow up based on what candidates say.
- Each interview can be difference and depending on the person and the discussion,
- Provide more relaxing environment.
- We can use for final round. “allowing the interviewer to gain a better understanding of your personality and potential.” [GeeksforGeeks](#) (2025)

Different types of interviews:

3.Panel interviews.

- involves more than one interviewer.
- For instance, HR members, several team members or managers, a department head participate as interviewers.
- Different panellists may assess on different aspects of the job. GeeksforGeeks (2025)



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Different types of question techniques:

1. Probing questions- encourage deep thought about a specific topic. Ex: Tell me more ...,Can you work me through...,Can you explain to me.Bing Videos(2025)
2. Leading questions- types of questions that suggests a particular answers or contain information that examiner looking to have confirmed. Ex: how you can learn so much from them? , what are your strength and weakness?
3. Strategic interview question: help to determine your company values, goals and long-term strategy. Ex : how do you think you will be able to contribute to company's corporate vision?

Online interviews (video interviews)

Video interviews via platforms like Zoom, Microsoft Team ,or Google meeting. commonly used in the early stages of requirement.

Pros:

- Easier and cheaper to schedule.
- Candidates can be interviewed regardless of their location.
- Speed up hiring process.
- Efficient for initial screening stages.



Group Interview Banner1.webp (2240×1260)

Cons:

- Risk of technical issues.
- Possible distractions in the candidate's environment.
- Harder to read body language and establish rapport. ([.freesumes.com](https://www.freesumes.com), 2025), ("should I stay or should I go," eib.org 16/05/24)

We can use structured interview, behavioural interview, and technical interviews and panel interview questions.

Face to face interviews:

- Getting invited to the employer's office.
- Ideal for final interview.
- We can use unstructured interviews using difference interviews techniques.
- Main priority is understanding about personality.
- communication skills, and cultural fit.

Pros:

- Build a stronger personal connection.
- Allows observation of body language and eye contact.
- Candidates can experience the physical work environment.



[coop interview images - Search Images](#)

Cons:

- Higher cost
 - More time consuming to schedule and conduct.
 - May limit access to distance candidates
- ("should I stay or should I go," eib.org 16/05/24)

Conclusion:

- Our hiring process combines multiple interview methods to ensure we select the most suitable candidate.
- We use a mix of structured, situational and group interviews to ensure fair candidate valuation.
- A face-to-face unstructured interview helps us assess personality and alignment with our company value.
- Continuous training is provided in line with HR processes to support employee growth and performance.

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