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Store Manager

18 June by Aldi



£ £52,910 - £69,000 per annum

📍 Billericay, Essex

🕒 Permanent, full-time

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Full job description

Step into the role of Aldi Store Manager and lead your team to deliver exceptional shopping experiences that go beyond customer expectations. You'll inspire a positive, high-performing work environment while driving operational excellence, maintaining top-quality standards, controlling costs, and ensuring compliance. Your leadership is the driving force behind the store's success!

Key Responsibilities

- Lead your team to deliver exceptional customer service that consistently exceeds expectations
- Drive KPI performance, consistently meeting challenging operational targets
- Oversee the execution and supervision of in-store tasks to meet targets and standards
- Recruitment for your team, leading them and fostering their growth and development
- Handle customer complaints with professionalism and maintain compliance with health & safety standards

Skills & Experience

- Extensive experience leading and inspiring high-performing teams in a fast-paced, lean environment
- Proven track record in optimising operational efficiency through strategic time and cost management
- Demonstrated success in achieving KPIs while upholding the highest standards of compliance and due diligence
- Commitment to delivering exceptional customer service and driving business results
- Agile, visionary leader who can proactively embrace change with a results-driven mindset

Our Benefits

- A market-leading salary package
- 25 days annual leave plus bank holidays, as well as the chance to purchase extra holidays through our holiday purchase scheme
- A flexible contract of 40 or 45 hours a week
- 26 weeks full pay following 1 year service for Maternity and Main Adopter Leave
- Comprehensive training and ongoing development opportunities throughout your Aldi career
- Lifestyle benefits including discounted gym memberships, cinema tickets, and holiday deals.



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Assistant Manager

12 July by Costa Coffee

- £ Competitive salary
- 📍 Shenfield, Essex
- 🕒 Permanent, full-time

Operations Manager

3 days ago by Windsor Waste Management Ltd

- £ £60,000 per annum
- 📍 Brentwood, Essex
- 🕒 Permanent, full-time

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Night Manager

21 July by ASDA

- £ Competitive salary
- 📍 Basildon, Essex
- 🕒 Contract, full-time

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UFHS - CRM and Marketing Manager

19 June by City Plumbing

- £ Competitive salary
- 📍 Basildon, Essex
- 🕒 Permanent, full-time

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Engineering Service Manager

1 week ago by Zero Surplus

- £ £50,000 - £55,000 per annum
- 📍 Downham, Billericay, Essex
- 🕒 Permanent, full-time

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Part-Time Technical Manager (UKAS / ISO 17025)

3 hrs ago by Zero Surplus

- £ £50,000 - £55,000 per annum
- 📍 Downham, Billericay, Essex
- 🕒 Permanent, part-time

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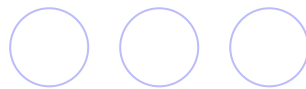
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Store Manager

Posted 5 days ago by [Zachary Daniels Recruitment](#)

📍 London

£ £50,000 - £58,000 per annum Benefits

📅 Permanent

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**ZACHARY
DANIELS**



Store Manager | High Street Fashion | Flagship Store | London
Salary: Up to £58,000 + Bonus + Strong Benefits Package

Are you a passionate retail leader with a love for fashion and fast-paced, trend-led retail?

We are recruiting for an experienced **Store Manager** to lead a flagship high street fashion **store** in London. This is an exciting opportunity to join a brand that combines strong commercial performance with a people-first culture and a real passion for style, product, and customer experience.

You'll be taking full ownership of a high-profile, high-footfall **store** in one of London's most competitive retail locations.

The Role

As **Store Manager**, you will be responsible for driving the overall performance of the **store**, leading a large and dynamic team, and delivering an outstanding customer experience in line with brand

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Key Responsibilities

- Full responsibility for **store** sales, profitability, and KPI delivery
- Lead, inspire, and develop a large in-**store** team including **managers** and supervisors
- Drive exceptional customer experience in a fast-paced fashion retail environment
- Maintain strong visual merchandising standards in line with brand direction
- Use sales data and fashion trends to identify opportunities and drive performance
- Recruit, develop, and retain top retail talent within the **store**
- Ensure operational excellence across all areas of **store** performance
- Create a positive, energetic, and high-performance **store** culture
- Work closely with area/regional management to deliver commercial strategy

About You

We are looking for a confident and inspiring retail leader with a strong background in high street fashion retail.

You will ideally have:

- Experience as a **Store Manager** or Senior **Store Manager** in high street fashion retail
- A proven track record of delivering strong commercial results in a high-footfall environment
- Experience leading large teams in a fast-paced, customer-focused setting
- Strong understanding of fashion trends, product, and visual merchandising
- Excellent leadership, communication, and people development skills
- A hands-on, energetic, and motivating management style
- Strong commercial awareness with the ability to react quickly to trade
- Experience working in London retail (highly desirable)

What's in it for you?

- ✓ Salary up to **£58,000**
- ✓ Performance-related **bonus scheme**
- ✓ Strong career progression within a growing retail business
- ✓ Ongoing training and development investment
- ✓ A vibrant, fashion-led working environment with a strong team culture

Ready to take the next step in your fashion retail career?

Apply now with your most up-to-date CV and join a brand where style, people, and performance come together.

BH36403

Company: [Zachary Daniels Recruitment](#)

Contract Length: N/A

Job Type: **Permanent**

Job Reference: **BBBH36403_1784709828**

Contact name: [Login](#) or [Register](#) to view

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£ £36,000 - £40,000 per annum

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Store Manager

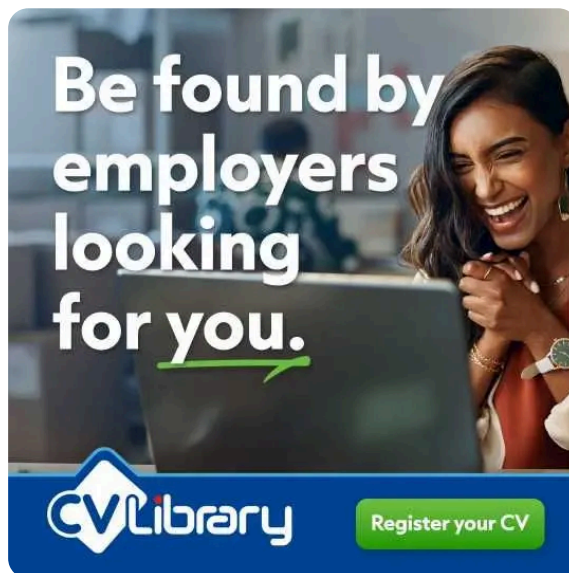
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BENSON ONI

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PROFESSIONAL SUMMARY

Highly accomplished Retail Manager with **over 17 years of comprehensive experience** in UK supermarket operations, including 8+ years as Deputy Store Manager. Currently pursuing studies at the **University of Wales Trinity Saint David (2025 – Present)**. Expert in inventory & stock control, business operations management, and team leadership, with additional strengths in digital marketing, conflict resolution, and entrepreneurial thinking to drive business growth. Proven track record of boosting store performance, optimising processes, training high-performing teams, and delivering exceptional customer service. Committed to integrity, continuous improvement, and adding measurable value to organisational goals.

EDUCATION & QUALIFICATIONS

University of Wales Trinity Saint David | 2025 – Present

- Currently undertaking higher education studies

Coventry University, UK | 2020

- Certificate in English for Academic Study

King's College London | 2020

- Certificate in Basic English (Levels 1 & 2)

The Polytechnic Ibadan, Nigeria | 2000

- National Diploma in Fine and Applied Arts

Ondo Boys High School, Ondo, Nigeria | 1996

- Senior School Certificate

PROFESSIONAL EXPERIENCE

LIDL UK

Deputy Store Manager | Charlton Store | *March 2023 – Present*

Deputy Store Manager | Abbeywood Store | *2020 – March 2023*

Deputy Store Manager | Welling Store | *2018 – 2020*

Deputy Store Manager | Bexleyheath Store | *Jan 2018 – Dec 2018*

Deputy Store Manager | Abbeywood Store | *2017 – 2018*

Shift Manager / Freshness Coordinator | Sydenham Store | *2011 – 2017*

Store Assistant / Freshness Coordinator | Sydenham Store | *2009 – 2011*

Key Responsibilities & Achievements:

- **Operations & Business Management:** Oversee full end-to-end store operations, lead daily workflows, manage resources efficiently, and align activities with business objectives; consistently deliver against sales, profitability, and operational targets.
- **Inventory & Stock Control:** Lead regular stock audits, optimise stock rotation, minimise wastage/shrinkage, monitor supply levels, and implement control measures that reduced inventory discrepancies by 15% across assignments.
- **Team Leadership & Development:** Lead and mentor teams of 25+ staff; identify potential, design targeted training programmes, manage performance, and resolve staffing matters with strong **conflict management skills** to maintain a positive, productive working environment.
- **Performance & Digital Support:** Monitor and drive KPI delivery; apply **digital marketing skills** to support in-store promotions, local customer outreach, and brand visibility initiatives.
- **Compliance & Quality:** Maintain rigorous freshness standards, food safety regulations, and company policies; hold relevant certifications for licensing and operational compliance.

- **Strategic Mindset:** Apply **entrepreneurial skills** to identify revenue opportunities, streamline processes, propose cost-saving initiatives, and adapt quickly to changing market and customer demands.
- **Customer Excellence:** Resolve complex enquiries promptly, embed customer-first standards across all departments, and sustain high levels of customer satisfaction and repeat business.
- **Reporting:** Prepare and submit accurate management reports on sales, stock, and performance to area and regional leadership.

CERTIFICATIONS & AWARDS

- BIIA Level 2 Award for Personal License Holders | 2018
- Personal License Holder – London Borough of Bexley | 2018
- British Citizenship Award (BCA) Medal Winner | 2021
- Certificate in Freshness Coordination | 2010 / 2012

CORE SKILLS

Management & Operations	Technical & Specialist	Personal & Professional
Retail & Business Management	Inventory & Stock Control	Conflict Resolution
Team Leadership & Mentoring	Freshness & Quality Assurance	Strategic & Entrepreneurial Thinking
Performance & KPI Management	Digital Marketing for Retail	Problem Solving & Decision Making
Workflow Planning & Delegation	Compliance & Licensing	Cross-Cultural Communication
Staff Training & Development	Reporting & Data Analysis	Adaptability & Integrity

Change Management	Loss Prevention & Cost Control	Results-Focused Delivery
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Student Name: Benson Oni

Student ID: 2517532

Course: Employability and Career Development (LCLM4005)

Topic: Assessment 2 Reflective Essay

University: University of Wales Trinity Saint David

TASK 1: **COMPARISON OF JOB ADVERTS & KEY SKILLS**

The two Store Manager vacancies – one from Aldi (2026) and one recruited by Zachary Daniels Recruitment (2026) – share core requirements while reflecting sector-specific priorities. Common skills and knowledge areas across both adverts include proven leadership of large teams; driving sales, profitability and KPI delivery; maintaining operational excellence and cost control; delivering exceptional customer service; recruiting and developing staff; and ensuring full compliance with regulations and brand standards.

Aldi's vacancy places additional emphasis on lean, efficient operations, rigorous cost management, health and safety compliance, and consistent performance in a structured, fast-paced supermarket environment. The fashion flagship store role, by contrast, prioritises visual merchandising, awareness of fashion trends, managing high-footfall locations, and upholding brand identity. Research confirms these competencies are universal benchmarks for effective retail leadership in the UK (Berman and Evans, 2022).

One key skill essential to both roles is team leadership and development, which I will apply directly in my future employment to build high-performing store cultures. Drawing on over 17 years' experience leading teams of 35+ staff, I will use this skill to recruit talented individuals, deliver targeted training aligned with brand standards, and resolve conflicts fairly to sustain morale and productivity. As Mullins (2019) notes, supportive and consistent leadership directly reduces staff turnover and improves operational consistency. I will also mentor team members to take on greater responsibility, ensuring consistent service standards while helping the store meet its commercial targets and uphold the employer's reputation for excellence (Varley, 2023).

TASK 2: SELF-ASSESSMENT & EVIDENCE OF READINESS

Part 1: SWOT Analysis

STRENGTHS	WEAKNESSES
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• 17 years' comprehensive retail management experience, including 8+ years as Deputy Store Manager • Proven expertise in inventory and stock control, having reduced discrepancies by 15% • Strong conflict resolution and people-management skills • Entrepreneurial mindset, with a track record of identifying cost-saving and revenue opportunities • Personal attributes: hardworking, reliable, approachable, and committed to continuous improvement • Current academic study complements practical industry knowledge (Oni, 2026). • Delivering exceptional customer service	• Limited formal experience in high-street fashion retail and visual merchandising • Requires careful time management to balance work and university studies • Could further develop advanced digital marketing skills for social-media-driven customer engagement (Chaffey and Ellis-Chadwick, 2024)
OPPORTUNITIES	THREATS
• Ongoing degree studies will broaden strategic business-management knowledge • Digital skills are increasingly valued by retail employers, offering scope for competitive advantage • Strong market demand for experienced leaders who can deliver results in fast-paced environments • The UK retail sector continues to offer progression opportunities for adaptable leaders (British Retail Consortium, 2025)	• Economic uncertainty may impact consumer spending and operational budgets • High competition for senior retail roles attracts many experienced candidates • Rapid advances in retail technology require continuous upskilling to remain relevant (Deloitte, 2026)

Part 2: Evidence of Readiness for Employment

My professional background provides clear evidence of readiness for a Store Manager role. During my tenure at Lidl UK, I consistently met sales, freshness and operational targets across multiple locations, and implemented stock control measures that

reduced inventory discrepancies by 15% – demonstrating my ability to drive efficiency and profitability (Oni, 2026). I have successfully recruited, trained and mentored diverse teams, resolving workplace issues fairly to maintain high staff retention and service consistency. This aligns with research showing that positive management practices are central to sustainable retail performance (Kotler and Armstrong, 2023).

Professionally, I hold relevant certifications including the BIIA Level 2 Award for Personal Licence Holders and Freshness Coordination accreditation and was awarded the British Citizenship Award Medal in 2021 in recognition of my reliability and contribution. Academically, I am currently studying at the University of Wales Trinity Saint David, where I am building theoretical business knowledge to complement my practical expertise. I also apply digital marketing skills to support in-store promotions and local outreach, showing an ability to adapt to modern retail trends (Levy et al., 2020). Feedback from managers and peers consistently highlights my calm, solution-focused approach and commitment to leading by example, confirming my readiness to take full ownership of store performance.

TASK 3: EMPLOYMENT GOALS & PERSONAL DEVELOPMENT PLAN

Part 1: Short- and Long-Term Employment Goals

Short-term goals (0–2 years): Secure a Store Manager position with a reputable retailer; develop practical knowledge of fashion retail and visual merchandising if pursuing this sector; complete my university degree; and advance my digital marketing capabilities to support store performance. These goals will help me build on existing strengths, fill identified knowledge gaps, and establish myself as a versatile, high-achieving retail leader (Cottrell, 2021).

Long-term goals (3–5+ years): Progress to Area or Regional Manager or take on a strategic role in retail operations; apply entrepreneurial thinking to identify new business opportunities; and mentor emerging retail talent. These ambitions align with my career aspiration to move from day-to-day operational management to shaping wider business strategy and delivering sustainable growth (Johnson et al., 2022).

Part 2: Personal Development Plan

Table

Area for Improvement	Specific Actions	Timeline	Resources Required	How Progress Will Be Measured

Fashion retail & visual merchandising	Complete accredited online courses; observe best practice in store; learn brand-specific standards	6–12 months	Industry guides, approved online training, line-manager guidance	Manager feedback; compliance audit scores; visual merchandising assessments
Advanced digital marketing	Complete a retail-focused digital marketing course; apply new skills to local promotions and social-media outreach	12–18 months	Online learning platforms, social-media tools, brand guidelines	Customer engagement metrics; promotion performance; peer/manager feedback
Effective time management	Use structured planning tools; set clear weekly priorities; review and adjust schedules regularly	Ongoing	Digital planners, academic and work feedback	Consistent delivery of study and work commitments; no missed deadlines

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