

At Balfe's it's all about people. And bikes! It's the passion, energy and enthusiasm of all of our colleagues throughout the business, which makes Balfe's a great place to work.

Joining Balfe's means you'll be working with like-minded people, and you will have opportunities to develop your skills and experience, and plenty of career progression if you want it.

### **Balfe's Bikes Workshop Manager Job Description**

The Workshop Manager plays a crucial role in ensuring efficient and customer-focused operations within the workshop. This position involves direct interaction with customers, handling repairs, giving customers quotes on the spot, and managing repair priorities. The workshop Manager collaborates with colleagues and ensures that mechanics have a full workload. This role combines technical expertise, customer service, and efficient management to maintain a smoothly running workshop.

#### **Responsibilities & Duties will include.**

##### **Customer Interaction:**

- Greet and assist customers who visit the workshop.
- Receive repair requests and provide on-the-spot quotes.
- Be able to provide guidance on labour pricing structure to all colleague in store.
- Diagnosing/identifying problems for accurate service and repair.
- Handle small repairs and walk-in service requests.
- Build displays and work on customer bikes when time permits.
- To make all customers feel welcome and solve issues in a professional, friendly manner.

##### **Workshop Coordination:**

- Prioritise repair tasks for workshop colleagues.
- To understand and meet weekly labour targets and efficiently levels.
- Collaborate with the Store and Assistant Manager.
- Managing daily repair workload and delegating to team of mechanics/bike builders ensuring high quality of work.
- Constant review on tooling needs and condition of existing tools
- Training and development of Mechanic and Bike Builders to company expectations.
- Workshop management and monitoring lead times to ensure growth of customer base and workshop efficiency
- Keep the workshop stocked with service items, cables, cleaning products and PPE, keeping within the provisions budget.

##### **Repair Priorities:**

- Prioritise repairs based on the following criteria:
- Customer-sold bikes.
- Display bikes kept at targeted capacity (used for showcasing).
- Ensure mechanics fully occupied throughout the day and setup to achieve expected efficiency levels.

**Performance Objective:**

- Ensure that mechanics' working hours are maximized.
- If successful, generate daily approximately £400 (excluding VAT) in labour per mechanic. *(February 2026, this will change as prices evolve)*

**Qualifications/skills**

- Excellent customer service skills. The Workshop Manager should excel in customer interactions, ensuring a positive experience for all visitors to the workshop.
- Proficiency in work planning. Effective workload planning is essential to manage repair priorities and maximise mechanics' productivity.
- Technically competent ideally Cytech 2 equivalent qualifications, although other relevant qualifications demonstrating technical expertise is also acceptable.
- Great Communication Skills/Organisation. Clear communication and organisational abilities are crucial for coordinating with colleagues and managing repair tasks efficiently.
- Leadership skills. Although not directly responsible for performance management, the Workshop Manager should exhibit leadership qualities to guide the team effectively.

**Note:** This job description is not exhaustive and will be subject to periodic review. It may be amended to meet the changing needs of the business. The post-holder will be expected to participate in this process, and we would aim to reach an agreement on any changes.

**Our Values**

**Passion:** We live and breathe cycling, and we're here to inspire a lifelong love of riding in every cyclist

**Knowledge:** We share our expertise to empower every rider with the confidence to enjoy every journey

**Community:** Cycling connects us all, and we foster a welcoming space where every rider belongs

**Teamwork:** No egos. Just collaboration. Working together to support our customers and each other.

**Honesty:** Trust is everything. We're always open, transparent and committed to doing the right thing.