



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 Store Manager Job Description:

Below is an overview of the role of the Store Manager role within Balfe's.

As a Store Manager, you are responsible for every aspect of the day-to-day supervision of store including sales, staff, stock, and resource management. Reporting directly to the Area Manager (AM). A store manager's role could include dealing with everything from staff wages to stock management and deciding where things should be displayed, to setting sales targets and motivating the team to meet them.

Responsibilities & Duties will include.

As a Store Manager at Balfe's, you'll be at the heart of the action—leading your store, your team, and your customers to success.

- **Lead and Inspire:** Manage and develop a team of passionate individuals, setting the tone with your energy, drive, and example.
- **Own the Numbers:** Work closely with your Area Manager to drive KPIs, performance, and store growth.
- **Drive Results:** Take full responsibility for meeting sales targets and creating a store environment that's focused, efficient, and engaging.
- **Plan with Precision:** Organise rotas, monitor staffing levels, and ensure your store is set up for success each week.
- **Master the Orderbook:** Oversee order collections for bikes, accessories, and gear. Ensure smooth operations, up-to-date customer communication, and top-notch service.
- **Create Amazing Experiences:** Motivate your team to go above and beyond for every customer—and earn those 5-star Google reviews.
- **Coach and Grow Your Team:** Lead one-to-one meetings, support development, and help each person succeed in their role.
- **Lead the Store, Start to Finish:** From opening and closing, to cashing up and monitoring CCTV, you'll take pride in every part of your store's operation.
- **Champion Safety:** Maintain high health & safety standards and ensure procedures are followed correctly.

At Balfe's, no two days are the same. You'll be empowered to make decisions, build a strong team culture, and create a store environment people love to work and shop in.

Experience & Qualifications:

- A passion for bikes and a love of the cycling lifestyle.
- A genuine desire to deliver exceptional customer service and build lasting relationships.
- Previous management or strong team leadership experience.
- The drive to hit targets and the know-how to get your team there.
- Strong communication skills—you know how to bring people together and get things done.
- Calm, patient, and confident under pressure.

- A hands-on approach—you lead from the front never ask someone to do something you wouldn't yourself.
- A proactive attitude towards health & safety and operational standards.
- Positivity, ownership, and a desire to grow both personally and professionally.



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do

This isn't just a job—it's a chance to make your mark, build a brilliant team, and help grow one of the UK's most exciting bike retailers.

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.