**SELWOOD LTD**

**POSITION DESCRIPTION: Regional Operations Manager**

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| **LOCATION:** | Region Specific | |
| **POSITION PURPOSE*:*** | The role of Regional Operations Manager is key to the growth and operational performance of multiple branches within the designated region, by ensuring branches meet and exceed their financial plans, objectives and continued planned growth.  Providing leadership to the branch management team, this role is accountable for the successful operations of several branches, ensuring efficient service delivery, compliance with health, safety, environmental and quality (SHEQ) standards and achievement of commercial objectives.  The position is responsible for driving operational excellence, developing branch leadership teams, and ensures collaboration across branches and other business functions to deliver outstanding customer service and sustainable business growth. | |
| **RESPONSIBLE TO:**  **RESPONSIBLE FOR:** | UK Operations Director  Multiple Branch Managers within the designated region | |
| **REGULAR CONTACTS:** | **External** | Customers – new, existing, and National accounts Suppliers  Local Business Groups  Vendors  Auditors  Partners (Speedy, Sunbelt) |
| **Internal** | UK Operations Director  Branch Managers  Regional Sales Managers  All branch-based employees  Group Technical Solutions Team  Commercial Finance Director  Project Delivery Teams  Solutions Teams  SHEQ Team  Fleet Support Managers  Sales Teams  Installation and Electrical Teams  Management Accountants  HR Team  IT and Transformation Team  Group Refurbishment Team  Group Manufacturing Team  Siltbuster Teams |

**MAIN RESPONSIBILITIES:**

**Regional Operational Management**

* Oversee branch activities across the designated region, ensuring consistent standards, efficiency, and compliance. Supporting Branch Managers in managing day-to-day branch operations.
* Set, monitor and analyse clear objectives that not only reflect the operational efficiency of the business but also support a culture of continuous improvement amongst the team.
* Maximise return from hire fleet assets through ensuring constant review of all equipment at branch level
* Ensure security of all company assets within designated area of responsibility. Control and audit levels of expenditure within authorised levels.
* Ensure best practices are shared across branches to standardise performance and enhance service delivery.
* Conduct regular branch visits to engage with teams and ensure operational alignment with company objectives.
* Regularly review the designated area performance with the respective Branch Managers/Hire Managers/Workshop Managers/Foremen monthly using KPI’s measures.
* Provide relevant data as when required by the Board within the required timetables.

**SHEQ Compliance**

* Lead and champion a strong H&S culture across all branches, driving an environment where good practices are a way of everyday life and total compliance is adhered to.
* Support the branch in maintaining compliance with ISO and other regulatory standards
* Ensure all employees adhere to all SHEQ policies, risk assessments, and method statements,
* Support branches in conducting safety audits, risk assessments, and investigations of hazards, near misses, incidents or accidents promptly and accurately.
* Monitor safety performance, ensuring corrective actions are implemented promptly.
* Promote continuous improvement in safety standards across the region.

**Leadership and People Development**

* Lead, mentor and develop a high performing team of Branch Managers who strive to be the best they can be, living the core values and ensuring they have the skills and resources to manage their teams effectively.
* Provide guidance and support on staffing issues, recruitment, training, and succession planning.
* Encourage a positive, safe, and productive workplace culture.
* Support and guide employees through continuous feedback and formal reviews to ensure they demonstrate the competence needed to perform their duties safely and effectively.
* Monitor team performance and address issues proactively, with regular 1-2-1’s with the Branch Managers.

**Commercial and Financial**

* Responsible for the regional profit and loss (P&L) performance, ensuring revenue growth, cost control, and delivery of agreed financial targets across all branches within the region.
* Work closely with Branch Managers to develop annual branch plans, support the budgeting process, and ensure financial objectives are achieved across the region.
* Work with internal stakeholders to identify and pursue business development opportunities to maximise growth and profitability within the region.
* Support branches in building and maintaining strong relationships with customers, ensuring a safe and professional service delivery.

**Cross-Functional Collaboration**

* Establish and maintain effective relationships with internal and external key stakeholders, promoting all Workdry business operations with honesty and integrity whilst challenging the status quo and driving operational excellence.
* Foster a positive and collaborative culture across the region, encouraging teamwork and communication between branches and departments
* Support company-wide initiatives, projects, and process improvements at a regional level.
* Encourage knowledge-sharing and operational synergies across the network.

*The main responsibilities are outlined above. This is not a definitive list and other tasks/activities may be necessary as the Company’s commercial activities require.*

**QUALIFICATIONS & EXPERIENCE:**

Essential

* Proven multi-site management experience in equipment rental, utilities, construction, or a related industry.
* Strong operational background with a track record of delivering operational and financial improvements.
* Excellent leadership skills and experience, with a proven track record of successfully managing a high performing team of localised branch/site managers
* Strong financial acumen and proven experience in managing budgets.
* Commercially astute with strong analytical and problem-solving abilities.
* Effective communicator with strong stakeholder management skills.
* Proficiency in MS Office and operational management systems.
* Proven background in leading an operational area driving growth, maximising sales and profitability.
* Experience setting, reviewing and analysing clear objectives aligned to regional and national goals
* Experience of leading and demanding a strong H&S culture with an in-depth knowledge of SHEQ requirements in a similar environment
* Computer literate. Be able to analyse data on Microsoft Packages such as excel / word / power point and operational management systems.
* Ability and willingness to travel within territory and throughout the UK as and when necessary.
* Full UK driving licence

Beneficial

* IOSH Managing Safely (minimum) or NEBOSH
* NVQ/Diploma in management, engineering, or logistics
* Experience in the water, pump, plant or hire industry
* A background in business management