
Position: Retail Network Manager

Company: Allied Petroleum Ltd

Location: Flexible

Reporting to: National Sales Manager

Date: November 2024

This position profile affirms the purpose of your role, confirms your key accountabilities and authorities and outlines the relationships you need to foster.

Role purpose

To manage the Allied Petroleum national retail service station and unmanned Fuel Stop network across New Zealand, ensuring the safe & compliant supply of fuel to customers, high levels of customer service are maintained, profitability of the network achieves expectation and new opportunities are secured.

Role context

Allied Petroleum has expanded its 'retail' network over recent years, both through introducing new 'owner-operated service station sites and unmanned Fuel Stops.

The scale and complexity of managing this network now requires experienced and dedicated leadership to ensure the network is managed effectively and continues to grow.

Key Responsibilities

- Branding Compliance – ensure each site across the network displays the Allied brand appropriately and complies with the brand guidelines.
- Assessment of new sites – lead the assessment of any new sites to the network nationally (either by acquisition or 'green-field development')
- Monitor and renegotiate contractual obligations with sites – property leases, Retail Supply Agreements etc
- Build strong customer relationships across the Allied dealer network
- Market fuel pricing – maintain an overview of national and regional pricing trends in the retail & wholesale markets, monitor price movements and manage the price amendment process across the network in conjunction with the National Sales Manager
- Technology – lead and/or support technology projects to enhance and improve the service and management of the Allied network
- Compliance – ensure that reconciliations of all sites are completed monthly, and that any variances outside agreed levels, are thoroughly investigated.
- Mobilcard – maintain working relationship with Mobilcard personnel, as the Allied network is a key acceptor of the Mobilcard fuel card.
- Market analysis – maintain overview of the network sales performance
- Product stewardship:
- Contribute to business strategy and budgets
- Support business policy in the areas of health, safety and the environment
- Process Improvement initiatives – contribute to general business system and productivity improvements

Expected outcomes

- High levels of customer satisfaction
- Active engagement and collaboration across all Group businesses and departments to achieve Allied annual goals.
- Documented analysis and business reporting for all activities.
- Productivity gains from system & process improvements

Role Relationships

Internal Relationships

Who	Nature of relationship
General Manager	Updating on key information and metrics. Taking direction
Corporate Services Manager / Systems Development Manger	Work closely to enhance the overall retail offering on a national basis
National Sales Manager	Working closely to develop strategy and positive sales & customer outcomes. Taking direction
National Logistics Manager	Delivery service, fleet efficiency, establishing costs related to offers
Compliance & Infrastructure Manager / Technical Support Manger	Ensuring wherever possible we are championing technology efficiencies and initiatives
Marketing Manager	

External Relationships

Who	Nature of relationship
HWR Group - Property	
Equipment & product suppliers	Further develop relationships with suppliers both existing and new
Resellers/Landlords	Grow and develop strong relationships.

Living Our Values

The following values are known by all employees

- Get home Safe
- Be Customer Driven
- Walk The Talk
- Work Together
- Be Respectful

Competences

Competences are sets of behaviours that define how people use their knowledge and skills in different situations at work.

1 Personal Effectiveness

Performing like you own the company. Flexibility and adaptability. The ability to know and manage oneself in a variety of situations to sustain effectiveness and maintain high levels of professionalism.

2 Communicating and Managing relationships

Skilled at developing positive relationships with the business, customers, stakeholders and others, ensuring services provided exceed expectations. Communicates well verbally and in writing

3 Motivating and influencing

Builds committed work groups and facilitates performance. Aims to build support, gain co-operation and overcome objections and barriers. Identify best tactics to suit specific situations in order to achieve desired outcomes

Technical Qualifications, Experience

The qualifications, experience you bring to this position that you can draw on include:

- Appropriate Tertiary qualification
- Previous/current experience in retail fuel is essential (minimum 3 years' B2B)
- Strong commercial acumen
- Advanced Excel skills and general computer knowledge is essential.
- Excellent communicator and influencer as dealing with stakeholders across the wider Finance, Logistics and Sales teams.
- Effective time management skills with the ability to self-prioritise workload.

