



Job Title: Area Branch Manager

Location: Reading, Berkshire –Hybrid role with a primary focus on field-based operations, complemented by the flexibility to work from home for administrative tasks. Own car essential.

About Us: Warings Bakery is a family-run craft bakery founded in 1932. Committed to preserving traditional family values and craft baking techniques, the business remains actively led by fourth generation family. With six bakery branches and a growing eCommerce presence, Warings Bakery continues to produce and sell high-quality, traditional baked goods for families to enjoy.

Role Overview:

We are looking for a dynamic and success-driven Area Branch Manager to join our team to lead multiple teams across our 6 branches. The role is all about maximising efficiency, developing people and optimising branch performance. The ideal candidate is a strong leader with a passion for developing teams, operational excellence to drive business growth and increase profitable revenue.

Key Responsibilities:

- Develop, motivate, coach and support branch managers and their teams to reach peak operational and commercial performance.
- Develop a customer focused culture to ensure all teams are delivering high service standards to support customer retention and to drive business growth and increased revenue.
- Implement initiatives to improve standards where needed.
- Recruit, plan and control branch staffing levels within staffing budgets.
- Monitor shop displays and marketing materials to ensure brand standards and messaging is consistent across all branches.
- Lead by setting clear expectations with high visibility throughout the shops, promoting a success driven culture where employees are committed to excellence and business goals.
- Monitor food safety / health & safety practices across all branches ensuring compliance with Company standards and areas of risk to the business are minimised.
- Monitor key cost control areas and take appropriate action where needed and explore variances.

- Analyse financial performance, sales trends, and customer data to make informed decisions that help boost revenue.
- Take ownership of challenges and problems with a proactive, solution focused mindset.
- Collaborate and communicate with all internal teams effectively to ensure branch and business goals are met.
- Hold and attend in person or video meetings with branch managers and the senior leadership team.

What we are looking for:

- ✓ **Proven leadership skills:** experience in managing teams across multiple sites. Within the food or hospitality industry would be an advantage.
- ✓ **Strong communicator:** excellent communication, coaching, and mentoring abilities.
- ✓ **Success driven:** thrives on achieving and exceeding goals bringing improvements to financial performance and operational efficiencies.
- ✓ **Excellent strategic thinking,** problem-solving, and decision-making skills.
- ✓ **Proficiency in performance analysis,** reporting, and operational optimisation.
- ✓ **Strategic and hands on approach:** able to lead from the front while thinking long term.
- ✓ **Proactive and resourceful:** plan workload and work on own initiative without waiting for instructions.
- ✓ **Adaptable and resilient** with a flexible approach to working hours to meet the fast-paced and changing demands of the business.
- ✓ **Great attention to detail** to maintain high standards
- ✓ **Excellent organisational skills** and the ability to communicate at all levels
- ✓ **Good IT skills** including use of Word, Excel, Outlook, PowerPoint, and Teams

Why Join Us?

- Opportunity to shape and impact the success of multiple branches of an independent family run business
- Work with a motivated, collaborative and supportive team
- 35-40 hours per week - flexibility in this will be considered
- We understand work-life balance is important, so we offer as much flexibility as possible with regard to hours of work in line with the needs of the role.
- £28,000-£30,000 per annum Pro Rata.
- 4 weeks holiday plus bank holidays
- Fuel allowance, laptop and phone
- Freshly baked bread, buns, and treats—maybe the most tempting perk of working with us!

Application process: If this sounds like you, send your CV and a short covering letter explaining why you'd be a great fit to recruitment@waringsbakery.co.uk remembering to specify the position you are applying for.