

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.

Our brand Purpose is: To make cycling welcoming for all and empower people to feel confident living life on two wheels.

Our brand Mission is: To enable everyone to feel empowered and supported to explore the benefits of cycling, by providing reliable honest advice and outstanding customer service.

Our brand Vision is: To be the cycling retailer of choice, renowned for our great product selection and exceptional service, earning the trust and loyalty of every customer.

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.
- Collaborate with the Store or 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 calendar 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.

Repair Priorities:

- Prioritise repairs based on the following criteria:
- Customer-sold bikes.
- Display bikes (used for showcasing).
- Aim to keep mechanics fully occupied throughout the day.

Performance Objective:

- Ensure that mechanics' working hours are maximized.
- If successful, generate approximately £400 (excluding VAT) in labour per mechanic. (*May 2024 this will change as prices evolve*)

Note that the Workshop Manager does not manage the team's rota or performance.

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.

Our Values

Passion - We love cycling, and we love what we do – we're excited to share our passion with the world. It's what makes Balfe's a fun and positive place to work.

Teamwork - There are no egos here – we work collaboratively for the greater good of the team. We go the extra mile for our customers, and each other!

Honesty - Good relationships are built on trust. Our customers can trust us to be honest and reliable at all times – we want to break down barriers and make cycling simple.

Community - We're here to help the cycling community, and welcome new people to it. Our open and friendly team are ready to assist people along all stages of their two wheeled journey. We believe that cycling is for everyone.

Knowledge - Our goal is to provide our customers with all the knowledge they need to feel confident on two wheels. We pride ourselves on our level of collective experience and are constantly working to upskill our team.