

CS36 Area / Regional Manager

1. Job role

TCF sub-sector	Cross Sector
Job role	CS36 Area / Regional Manager
Job role description	Oversees operational, financial and compliance performance across multiple franchise or company-owned TCF sites. Responsible for ensuring brand consistency, profitability, workforce capability and customer service standards across a defined geographic region.
Performance expectations	• Achieve regional revenue and profitability targets • Maintain consistent service and quality standards • Ensure franchise compliance with operational guidelines • Support site managers in workforce and performance management • Drive customer satisfaction across all locations • Identify regional growth and expansion opportunities
Specialisation	• Franchise operations management • Multi-site performance oversight • Regional workforce planning • Brand and compliance governance • Business growth and expansion strategy
Application in other TCF sectors	The skills described in this profile are transferable across multiple sectors of the textile, clothing and footwear (TCF) industry and may also be applied in other manufacturing and product-based industries where similar capabilities are required.

2. Key tasks and critical work functions

Key tasks	• Monitor site financial performance and KPIs • Conduct regular operational audits and site visits • Support recruitment and leadership development • Ensure compliance with brand and WHS standards • Coordinate regional marketing and partnership initiatives • Analyse regional sales and productivity data • Support new site openings and transitions
Critical work functions	• Maintaining operational consistency across sites • Ensuring franchise compliance and governance • Driving regional financial performance • Maintaining strong communication between head office and sites • Identifying and managing operational risks • Supporting workforce capability development • Protecting brand reputation

3. Technical skills

Multi-site financial analysis	Interpreting regional performance data.
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Franchise compliance systems*	Monitoring adherence to brand standards.
Performance reporting	Preparing regional operational reports.
Workforce planning	Managing staffing levels across sites.
Contract and lease oversight	Understanding commercial agreements.
Operational audit techniques	Evaluating site performance and compliance.

*Technical skills identified as emerging skills in TCF industry.

4. Generic Skills

Leadership	Guide and support multiple site managers.
Strategic thinking	Align regional operations with organisational goals.
Communication	Coordinate effectively across sites and head office.
Decision making	Respond to operational and financial challenges.
Problem solving	Resolve cross-site operational issues.
Negotiation	Manage franchisee and stakeholder relationships.

5. Emerging skills

Emerging skills	- Digital performance dashboards - Remote site management systems - Circular economy service integration - Multi-channel service delivery coordination
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6. VET Qualifications and Skill Sets

Entry-level preparation	BSB40320 Certificate IV in Entrepreneurship and New Business or equivalent
Advanced development	BSB50120 Diploma of Business or equivalent or bachelor's degree in business, franchising, management or fashion business.

7. Job progression

Possible job progression	Store / Studio Manager → Area / Regional Manager → Operations Director
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8. Classification

Australian Qualifications Framework	AQF Level 4-7 (enterprise dependent)
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 1-2 - Manager
Open Source Classification of Occupations for Australia (OSCA)	Regional Manager / Operations Manager



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