

DUTIES OF A MANAGER

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EVERY ORGANISATION NEEDS SOMEONE WHO CAN SUPPORT, ADMINISTER, AND CONTROL OTHER EMPLOYEES. OTHERWISE, THE ORGANISATION WILL SIMPLY NOT FUNCTION WELL. THIS PERSON IN BUSINESS IS CALLED A MANAGER.

MANAGERS ARE RESPONSIBLE FOR ACHIEVING THE GOALS AND OBJECTIVES OF AN ORGANISATION THROUGH MANAGING ITS RESOURCES (HUMAN, FINANCIAL, AND OPERATIONAL). MANAGERIAL DUTIES INCLUDE, BUT ARE NOT LIMITED TO LEADING THE TEAM, SETTING OBJECTIVES, ANALYZING PERFORMANCE, MAKING DECISIONS, AND REVIEWING.

DEPENDING ON THE HIERARCHICAL LEVEL OF A MANAGER, THE DUTY COULD BE TO MANAGE AN INDIVIDUAL, A DEPARTMENT OR THE WHOLE BUSINESS. WHAT MANAGERS ALL HAVE IN COMMON IS THAT THEY HAVE POWER, RESPONSIBILITY AND INFLUENCE OVER OTHER EMPLOYEES. THE MAIN GOAL FOR MANAGERS IN AN ORGANISATION IS TO ENSURE THAT THEIR MANAGERIAL OPERATIONS CONTRIBUTE TOWARDS ORGANISATIONAL GOALS. MANAGERS GENERALLY SIT IN A HIERARCHICAL STRUCTURE, WHICH USUALLY INVOLVES THREE LEVELS OF MANAGER, FROM TOP TO BOTTOM:

- TOP-LEVEL MANAGERS
- MIDDLE-LEVEL MANAGERS
- LOWER-LEVEL MANAGERS

THESE MANAGEMENT LEVELS WILL BE EXPLAINED IN MORE DETAILS...

THE DUTIES OF A MANAGER

1. DEFINING THE VISION

SO, WHAT IS A MANAGER'S ROLE? IT IS UP TO YOU AS THE MANAGER TO CREATE AN OVERALL PLAN FOR SUCCESS. THIS INCLUDES DEFINING THE MISSION AND VISION OF THE COMPANY, SETTING GOALS AND OBJECTIVES, AND COMING UP WITH WAYS TO MEASURE PERFORMANCE.

YOU WILL ALSO BE RESPONSIBLE FOR GETTING INPUT FROM ALL STAKEHOLDERS, INCLUDING EMPLOYEES, CUSTOMERS, SUPPLIERS, BOARD MEMBERS, AND OTHER MANAGERS. YOU WILL ALSO BE RESPONSIBLE FOR IMPLEMENTING A STRATEGIC ORGANIZATIONAL STRUCTURE SO THAT EVERYONE KNOWS THEIR ROLE IN ACHIEVING THE COMPANY'S GOALS.

2. MAKING IMPORTANT DECISIONS

THE SECOND MOST IMPORTANT OF A MANAGER'S DUTIES IS DECISION MAKING WHICH IS BASED ON THE COMPANY'S BEST INTERESTS. IF YOU HAVE MORE THAN ONE OPTION AVAILABLE, IT IS UP TO YOU TO MAKE THE FINAL DECISION THAT BEST ALIGNS WITH THE COMPANY'S VALUES.

SOMETIMES, SOMEONE MIGHT MAKE A GOOD ARGUMENT FOR ANOTHER DECISION OR EVEN OFFER BETTER ALTERNATIVES, BUT ULTIMATELY, IT IS UP TO YOU TO MAKE THIS DECISION. A LOT OF PEOPLE SAY THIS CAN LEAD TO FEELING PRESSURED OR STRESSED, BUT REMEMBER — YOU'RE NOT DOING THIS ALONE!

3. DETERMINING THE RESOURCES NEEDED

AS THE PROJECT MANAGER, YOU MUST ENSURE THAT ANY NECESSARY RESOURCES ARE IN PLACE BEFORE PLANNING MOVES FORWARD, AKA RESOURCE MANAGEMENT. YOU NEED TO THINK ABOUT THINGS LIKE SUPPLIES, EQUIPMENT, STAFF HOURS, FINANCIAL INVESTMENT, AND LABOR COSTS.

ALL OF THESE THINGS TAKE MONEY SO IT IS UP TO YOU TO FIND OUT HOW MUCH FUNDING YOUR PROJECT NEEDS. PLUS, WITHOUT KNOWING WHAT BUDGET IS REQUIRED FOR CERTAIN PROJECTS, YOU WON'T KNOW IF ANYTHING CAN BE EXPANDED OR IF NEW ITEMS NEED TO BE INTRODUCED INTO YOUR BUSINESS MODEL.

4. HIRING THE BEST TALENT

THE MOST IMPORTANT RESPONSIBILITY THAT A SUCCESSFUL MANAGER HAS IS MAKING HIRING DECISIONS. IT'S UP TO THEM TO FIND PEOPLE WITH THE RIGHT SKILLS, VALUES, AND ABILITIES THAT FIT WELL WITHIN THEIR COMPANY CULTURE.

IF A CANDIDATE DOESN'T SEEM LIKE THEY WILL BE ABLE TO FILL THE JOB DESCRIPTION SUCCESSFULLY, IT'S ALSO ON THE MANAGER'S SHOULDERS TO TURN DOWN THE OFFER OR KEEP LOOKING.

5. RESOLVING CONFLICT IN THE WORKPLACE

IF A CONFLICT DOES ARISE AMONG TWO OR MORE EMPLOYEES, IT'S USUALLY THE MANAGER'S DUTY TO STEP IN AND HELP RESOLVE THINGS. WHILE IT'S NOT ALWAYS EASY TO HEAR ABOUT THESE DISAGREEMENTS, MANAGERS NEED TO MAINTAIN AN OBJECTIVE POINT OF VIEW AND MAKE UNBIASED JUDGMENTS.

6. BUILDING TRUST AMONG COLLEAGUES

LEADERSHIP IS REQUIRED FOR ANY COMPANY TO BE SUCCESSFUL. A LEADER BUILDS TRUST AMONG COLLEAGUES, MOTIVATES THEM TO WORK TOGETHER, AND ESTABLISHES A VISION. THE MANAGER'S LEADERSHIP SKILLS CAN HAVE A PROFOUND EFFECT ON THE SUCCESS OF THE TEAM. A STRONG LEADER WILL ENCOURAGE THE GROUP TO DEVELOP A SENSE OF PRIDE AND PURPOSE IN THEIR WORK; THIS HELPS CULTIVATE CREATIVITY AND INNOVATION.

7. SETTING OBJECTIVES

MANAGERS MUST KNOW THE GOAL THEY ASPIRE TO ACHIEVE IN THE ORGANISATION, WHICH WILL ALLOW THEM TO SET EFFECTIVE OBJECTIVES. IMPORTANTLY, THE SET OBJECTIVES MUST ALIGN WITH THE COMPANY'S CORPORATE OBJECTIVES. ADDITIONALLY, MANAGERS MUST HAVE INTERPERSONAL SKILLS AND BE ABLE TO COMMUNICATE THESE OBJECTIVES TO EMPLOYEES CLEARLY AND SIMPLY SO THAT EVERYONE UNDERSTANDS THEM.

8. ANALYZING

PART OF THE MANAGER'S ROLE IS THE ABILITY TO ANALYZE VARIOUS ORGANISATIONAL ASPECTS. THERE ARE THREE MAIN ASPECTS THAT THE MAJORITY OF MANAGERS ARE REQUIRED TO ANALYZE:

ANALYZING THE CURRENT SITUATION OF A BUSINESS AND APPLYING THIS ANALYSIS WHEN SETTING NEW OBJECTIVES.

ANALYZING EMPLOYEES' PERFORMANCE TO ENSURE THAT THEY ARE WORKING TOWARDS SET TARGETS, IDENTIFYING AREAS THAT REQUIRE IMPROVEMENT, AND TRACKING THAT IMPROVEMENT.

ANALYZING THE EXTENT TO WHICH THE SET OBJECTIVES WERE MET AND THE EFFICIENCY OF WORKING TOWARDS THEM.

9. LEADING

THE ROLE OF THE MANAGER IS TO BE ABLE TO LEAD AND MOTIVATE STAFF TOWARDS ACHIEVING SET OBJECTIVES. THIS SHOULD BE DONE IN A WAY THAT GIVES EMPLOYEES A CLEAR DIRECTION ON HOW THEY CAN ACCOMPLISH THEIR TARGETS SUCCESSFULLY. TO DO THAT, MANAGERS MUST HAVE QUALITIES, SKILLS, OR TECHNIQUES THAT CAN INSPIRE OTHERS. FOR EXAMPLE, MANAGERS CAN MOTIVATE EMPLOYEES USING THEIR NATURAL LEADERSHIP QUALITIES SUCH AS CHARISMA OR INSPIRING STAFF BY SHOWING THEIR ACHIEVEMENTS AND PERSONAL JOURNEYS TO ACHIEVE THEIR MANAGERIAL ROLES. MOST IMPORTANTLY, GOOD MANAGERS NEED TO UNDERSTAND WHAT MANAGEMENT AND LEADERSHIP TECHNIQUES ARE THE MOST EFFECTIVE TO MANAGE STAFF SUCCESSFULLY.

10. MAKING DECISIONS

MANAGERS MUST HAVE CONFIDENCE IN MAKING DECISIONS, WHETHER THEY ARE MAKING DECISIONS WITH REGARDS TO EMPLOYEES' DAILY TASKS OR MAKING CORPORATE DECISIONS FOR THE ORGANISATION. THE TYPES OF DECISIONS WILL DEPEND ON THEIR MANAGERIAL LEVEL IN THE ORGANISATION. THEY WILL OFTEN HAVE TO MAKE DECISIONS WITHIN SET DEADLINE

11. REVIEWING

MANAGERS MUST BE ABLE TO REVIEW THE OUTCOMES OF THEIR DECISIONS AND THE EXTENT TO WHICH THE SET OBJECTIVES WERE ACHIEVED. MANAGERS MUST BE ABLE TO REVIEW THE DECISIONS THEY MADE IN GREAT DETAIL, HELPING THEM TO MAKE BETTER DECISIONS IN THE FUTURE. THEY SHOULD HAVE THE ABILITY TO IDENTIFY MISTAKES AND LEARN FROM THEM SO THAT THEY CAN AVOID THEM IN THE FUTURE.

MANAGEMENT LEVELS

LOWER-LEVEL MANAGERS

THIS IS THE LOWEST LEVEL - ALSO CALLED 'ENTRY-LEVEL' MANAGEMENT.

THEIR MAIN MANAGERIAL TASKS INCLUDE:

- SUPERVISION OF EMPLOYEES' DAY-TO-DAY DUTIES.
- MOTIVATING AND GIVING FEEDBACK TO INDIVIDUAL EMPLOYEES.
- REPORTING DIRECTLY TO MIDDLE MANAGERS WHO ARE ONE STEP ABOVE THEM IN THE HIERARCHY.

IN THE COMPANY, THESE MANAGERS ARE CALLED SHIFT MANAGERS, SUPERVISORS, ASSISTANT MANAGERS AND TEAM LEADERS.

MIDDLE-LEVEL MANAGERS

THE MIDDLE-LEVEL MANAGERS ARE IN THE MIDDLE OF THE PYRAMID, BETWEEN LOWER-LEVEL MANAGERS AND TOP-LEVEL MANAGERS. THEY WORK AS CONNECTORS BETWEEN LOWER-LEVEL MANAGEMENT AND TOP-TIER MANAGEMENT, AND VICE VERSA. THEY ARE THE COMMUNICATION BRIDGE BETWEEN THE OTHER TWO LEVELS. MIDDLE MANAGERS MAY BE SPLIT INTO MORE LEVELS DEPENDING ON THE SIZE AND NATURE OF THE ORGANISATION. SMALL ORGANISATIONS MAY HAVE ONE LEVEL, WHEREAS LARGER ENTERPRISES MAY HAVE A FEW LEVELS OF MIDDLE MANAGEMENT.

THEIR RESPONSIBILITIES INCLUDE:

- SUPERVISING TASKS ASSIGNED TO LOWER-LEVEL MANAGEMENT OR A DEPARTMENT.
- COMMUNICATING TASKS AND DUTIES FROM TOP-LEVEL MANAGERS TO LOWER-LEVEL MANAGERS.
- SETTING DEPARTMENT-SPECIFIC GOALS WHICH ARE ALIGNED WITH ORGANISATIONAL GOALS.
- CONTROLLING DEPARTMENTAL PERFORMANCE RATHER THAN INDIVIDUAL PERFORMANCE.
- ACHIEVING SET GOALS.

IN THE COMPANY, THESE MANAGERS GENERALLY INCLUDE DEPARTMENT SPECIALISED MANAGERS SUCH AS MARKETING MANAGERS, SALES MANAGERS, OPERATIONS MANAGERS, FINANCE MANAGERS. IN A FRANCHISE, THEY ARE CALLED BRANCH MANAGERS.

TOP-LEVEL MANAGERS

THESE MANAGERS ARE ACCOUNTABLE TO THE CHIEF EXECUTIVE OFFICERS (CEO) OR BOARD DIRECTORS. THESE MANAGERS ARE AT THE TOP OF THE ORGANISATION'S HIERARCHY AND ARE RESPONSIBLE FOR ENSURING THE COMPANY'S SUCCESS AS A WHOLE.

THESE ARE THE KEY RESPONSIBILITIES OF TOP-LEVEL MANAGERS:

- PREPARING THE ORGANISATION'S STRATEGIC PLANS.
- SETTING CORPORATE SHORT-TERM AND LONG-TERM ORGANISATIONAL OBJECTIVES.
- COMMUNICATING ORGANISATIONAL GOALS AND STRATEGIC PLANS TO MIDDLE MANAGERS.
- COMMUNICATE WITH EXTERNAL PARTNERS AND SHAREHOLDERS.

IN THE COMPANY, THESE MANAGERS ARE CALLED THE CHIEF EXECUTIVE OFFICER (CEO), CHIEF MARKETING OFFICER (CMO), CHIEF FINANCIAL OFFICER (CFO), ETC.

YOU SHOULD ALSO NOTE THAT THERE IS A SLIGHT DIFFERENCE BETWEEN A MANAGER AND A LEADER, THAT IS , A MANAGER IS A PERSON IN CHARGE OF THE DAY-TO-DAY OPERATIONS OF AN ORGANIZATION. THE TERM LEADER OFTEN HAS MORE TO DO WITH BEING INSPIRATIONAL AND GUIDING AN ORGANIZATION TO SUCCESS. A LEADER ALSO HAS MORE FREEDOM TO TRY NEW IDEAS

AND TAKE RISKS.

HOWEVER, A MANAGER NEEDS TO KNOW HOW TO RUN A BUSINESS ON A DAY-TO-DAY BASIS WHILE KEEPING UP WITH NEW DEVELOPMENTS IN THE INDUSTRY.

IN CONCLUSION , A MANAGER IS A POWERFUL POSITION THAT CAN MAKE OR BREAK AN ORGANIZATION. WORKING AS A MANAGER IS NEVER EASY.

HOWEVER, IT CAN BE EXTREMELY REWARDING. THAT BEING SAID, THERE ARE MANY THINGS TO CONSIDER BEFORE TAKING ON THE ROLE. THEY MUST CLEARLY UNDERSTAND A MANAGER'S ROLES AND RESPONSIBILITIES, ALONG WITH HOW THEY WILL DEFINE SUCCESS FOR THEMSELVES AND THE COMPANY.

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