

# East Anglia Children's Hospices - EACH

## Job Description



**Job Title:** Retail Area Manager

**Responsible to:** Director of Retail & Trading

**Directorate:** Retail

### Job Summary:

Lead a team of shop managers in the delivery of sales and profit budgets for EACH retail. Deliver exceptional levels of retail performance through outstanding retailing standards and initiatives. Support the development and delivery of the retail strategy and support our vision to be the most loved charity shop in our community.

### Responsibilities:

#### People

- Lead and motivate a team of shop managers by providing support, guidance, training, direction and reward & recognition.
- Recruit, train and manage shop managers so that they are able to carry out their duties effectively and in line with EACH policies.
- Review levels of staffing, both paid and voluntary, across shops and direct support to enable shops to perform to their potential. Direct the retail relief manager to provide cover and support to shops as required.
- Develop a culture of sharing experience and expertise across partner shops and wider retail to enhance learning and support across all shops.
- Support shops to build volunteer levels and ensure that volunteers are well informed so that they feel connected to and inspired by the goals of the charity.

### Retail performance:

- Develop strategies to achieve Retail budgets for sales and profit across the area.
- Drive continuous improvement to the standards of shops through regular reviews of pricing, merchandising standards, stock processing & quality, customer service and general housekeeping.

- Review and analyse trading reports to understand shop performance, identify areas of improvement and put strategies in place where required.
- Champion regional campaigns & initiatives to increase sales, Gift Aid, donations and volunteer numbers. Develop and trial new initiatives within shops to support the development of wider reaching campaigns.
- Champion the use of eCommerce to grow incremental sales and maximise item value.
- Work with shop managers to control costs and expenditure to maximise profit.

### **Community**

- Champion local community engagement to develop support for stock donations and volunteers and to drive awareness of shop activity.
- Be an ambassador of EACH and ensure positive relationships with customers and the local communities.
- Directly manage relationships with selected community partners who may contribute potential support to volunteers or donations across the area.

### **Compliance**

- Ensure compliance of health and safety and EACH policies, procedures and legal requirements, in relation to work areas and associated work activities.
- Support the development of retail guidance to provide shops with adequate understanding of retail processes and ensure compliance to all aspects of security; stock, premises & money (retail income and cash donations).
- Support facilities manager to ensure shops are maintained to a high standard and are compliant with all H&S requirements.
- Conduct mandatory training and ensure that the shop teams have done the same.

### **Other Responsibilities**

- To ensure branding material within shops is correct at all times and inline with current marketing strategy.
- Support new shop acquisition as directed.
- Contribute to the retail Senior Management Team (SMT) as directed.

This job description is not exhaustive and may be amended as necessary. It is intended as a guide to the duties and responsibilities of the post.

## General requirements

- Keep up to date on best practice within the charity sector, highlighting trends and insight that could inform planning and support the corporate team with the development of new ideas and practices
- Maintain confidentiality in all areas of work at EACH.
- Ensure that your conduct within and outside EACH does not conflict with organisational expectations.
- Actively support and promote EACH and all its policies.
- Promote the safeguarding and welfare of children, young people and vulnerable adults
- Ensure an awareness and observation of Fire and Health and Safety Regulations.
- Ensure the respect, dignity and rights to privacy of children, young people and their families as far as possible.

## EACH - Values

### Empathy and understanding

Understanding the view and feelings of others is central to our work relationships and how we interact daily

### Commitment to quality

We consistently employ our best efforts and strive for the highest standards in everything that we do, always looking for ways to improve

### Open and respectful

We operate in an honest and participative way. Welcoming constructive feedback and different views, we understand the power of words and behaviour and hold ourselves accountable for maintaining a positive and considerate work environment

### Make it happen

We are empowered to and take responsibility for getting things done

## Additional Points of Reference

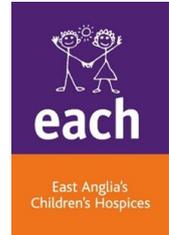
This job description reflects the present requirements of the post. As duties and responsibilities change and develop, the job description will be reviewed and is subject to amendment in consultation with the post holder.

The management and clinical philosophy of EACH is based on a multi-disciplinary approach. Staff regardless of grade or discipline are required to participate according to this concept. All staff must be sympathetic to, and able to project the philosophy and concept of hospice care.

The role of volunteers is integral with the work of EACH, and paid staff are required to underpin this in their attitude and actions.

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## Person Specification



**Job Title:** Retail Area Manager

	Essential	Desirable
<b>Knowledge/ Training</b>		<ul style="list-style-type: none"> <li>• Knowledge of risk management and H&amp;S compliance within the retail environment.</li> <li>• Extensive understanding of charity retail with experience of managing volunteers in the delivery of business goals.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Track record of delivering sales and profit targets in a retail environment.</li> <li>• Proven track record of managing a large team in the delivery of financial goals.</li> </ul>	<ul style="list-style-type: none"> <li>• Previous multi-site retail experience.</li> <li>• Experience of successfully managing change</li> </ul>
<b>Skills &amp; Abilities</b>	<ul style="list-style-type: none"> <li>• Strong leadership &amp; motivational skills with the ability to inspire team performance.</li> <li>• Excellent communication skills and the ability to build relationships with individuals of all ages and backgrounds.</li> <li>• Tenacity and drive with the ambition to exceed budgets.</li> <li>• Highly organised with outstanding time management and with the ability to meet deadlines and optimise support to shops.</li> <li>• High level of commercial acumen, able to analyse performance and develop strategies to deliver growth.</li> </ul>	
<b>Other Requirements</b>	<ul style="list-style-type: none"> <li>• Must have full clean driving license and own vehicle.</li> </ul>	