

## **Job Description**

- 1. Job Title:** Retail Shop Manager, Bakewell
- Reports to:** Head of Retail Operations/Area Retail Support Manager
- Accountable to:** Director of Income Generation
- Job Family:** Managerial and/or Specialist
- Range:** A
- Hours:** 37.5 hours per week worked over 5 days, Monday-Saturday,
- Date:** May 24

### **2. Job Summary**

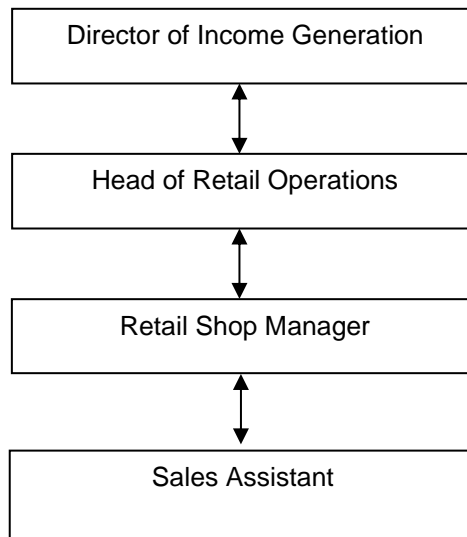
The post holder will develop and effectively manage an Ashgate Hospice Shop achieving store income targets and forging strong links within the local community, acting as an Ashgate Hospice Ambassador to promote the hospice.

The post holder will be accountable for the effective management of staff, volunteers, income, customer experience, stock and administration duties, building a culture within the team which aligns with the Ashgate Hospice values and supports a “One Ashgate” approach by providing a strong link between the shop and other departments within the wider Hospice. The Retail Shop Manager plays a pivotal post within the Income Generation Directorate.

The post holder will be responsible for 2 staff members and a team of over 15 volunteers.

The post holder will demonstrate the behaviours and be guided and shaped by our values: We are compassionate. We work as a team. We are respectful, open and inclusive.

### 3. Organisation Chart



### 4. Main Duties & Responsibilities

#### INCOME GENERATION

- Achieve and where possible, exceed, shop income and expenditure targets on a weekly, monthly, and annual basis. With the support of the Area Retail Manager and Head of Retail Operations, identify and proactively address areas of shortfall.
- Take a leading role in identifying any areas of opportunity within income generation, expenditure and/or donation levels locally.
- Achieve and where possible, exceed, Gift Aid targets on a weekly, monthly, and annual basis, managing the Gift Aid process effectively, efficiently and in line with HMRC and GDPR regulations.
- Maximise the value of donated stock by identifying/researching items of value and liaising with the eBay team, sending onto the eBay department for online listing.
- Implement and monitor the use of a site-specific pricing structure to ensure price levels of donated items maximise income potential.
- Actively research and monitor local competitor activities and retail industry trends, to develop and implement innovative sales, visual merchandising, and donation ideas.

#### STOCK

- Create and implement an effective stock sorting system in store, to ensure stock volumes on the shop floor are maintained at all times.
- Monitor stock quality and donation levels working alongside the Donation and Distribution Centre Manager and Area Retail Support Manager to implement appropriate action as required.
- Monitor and rotate stock so that no items remain on the shop floor longer than the agreed rotation time limits. Ensure rotation activities are processed efficiently, returning stock to the DDC or other shops when requested.

- Promote the work of Ashgate Hospice within the local community and businesses to develop regular donations of good quality stock.
- Working with in store teams, develop best practices for the processing, storing, and displaying of New Goods stock to support income targets. Ensure staff and volunteers are trained on the New Goods booking in process within our ePos system.
- Work closely with the New Goods and Visual Merchandising Manager to develop New Goods display plans, incorporating seasonal changes in line with Peak trading.
- Ensure no prohibited stock (as per Stock Sorting Policy) is sold on shop floors and that its disposal is in line with Ashgate Hospice guidelines.

### **CUSTOMER EXPERIENCE**

- Act as an Ashgate Hospice Ambassador within the local community, proactively driving an excellent Customer and Donor experience, ensuring that all customers are valued by staff and volunteers.
- Proactively promote Ashgate Hospice events, campaigns and key messages ensuring all point of sale held within the Shop is up to date and as per brand guidelines.
- Act as a point of contact, ensuring all queries about the services which Ashgate Hospice provide are answered promptly.
- Maintain good relations with the local community, councils, landlord and neighbouring retailers.

### **VISUAL PROPOSITION**

- Using category reporting information to ensure the sales floor is laid out in a way which maximises income opportunities and stock volumes.
- Use management knowledge and reports available to ensure the shop stock is displayed proportionately, price ranges are in-line with the pricing structure.
- Establish and maintain high standards of visual merchandising throughout the shop creating innovative displays and maximising use of window and internal display opportunities.
- Ensure the shop is laid out in accordance with agreed plans and guidelines.
- Develop and maintain excellent use of Point of Sale (POS) communications.
- Be the designated shop key holder, opening and closing the premises for trading hours and responding to emergency call out if and when necessary.

### **TEAM MANAGEMENT & DEVELOPMENT**

- Ensure sufficient shop cover through effective management of team resources e.g. schedules, holidays and lieu time and that staff and volunteers are effectively managed on a daily basis.
- Ensure that staff and volunteer levels are also in line with sales patterns.
- Lead by example and adhere to all Ashgate Hospice and retail policies and procedures.
- Manage all shop resources effectively including shop consumables and meet expenditure targets.
- Work closely with the Volunteering team to recruit, train, manage and retain retail volunteers to ensure staffing levels are in line with requirements.
- Ensure the volunteer onboarding process is effectively managed.
- Create and lead a pro-active plan to attract new volunteers to the shop.
- Participate in meetings with the volunteering team, in order to utilise and develop the skills of the volunteer team, to ensure they are engaged in all areas of the shop operation, identifying their strengths and development needs.
- Undertake regular 121's with all staff that you have responsibility for. Coach the entire team on effective sales, customer experience, security and stock management best practices.
- Through annual appraisals and 121's, identify training opportunities for the team and set SMART objectives, monitor and review these for staff that you have responsibility for.

- Conduct regular team meetings within the shop for staff and volunteers, updating them on the progress of the retail department, the hospice, Ashgate Hospice strategy and the overall business objectives and targets.

### **COMMUNICATIONS**

- Ensure staff and volunteers are fully briefed on all Ashgate Hospice news, developments, work and campaigns.
- Attend Retail Shop Manager Meetings, Cluster meetings and other meetings set by Ashgate Hospice, cascading information to the team as appropriate.
- Conduct regular team meetings within the shop for staff and volunteers, updating them on the progress of the retail, the hospice, the Ashgate Hospice strategy and the overall business objectives and targets.

### **HEALTH AND SAFETY/SECURITY PROTOCOLS**

- Working with the Health and Safety Manager, ensuring all H&S risk assessments, standard operating processes, PAT testing and monthly Health and Safety checks are completed.
- Ensure all working processes are conducted safely and in line with Fire and Health and Safety Legislation, raising any concerns with you line manager.
- Promote security awareness within the instore team, supporting team members relevant training around security protocols.
- Ensure all retail premises are secure, reporting any security concerns to the Area Retail Manager or Head of Retail Operations.
- Ensure that all staff and volunteers follow the correct cash handling and stock handling procedures within the shop at all times, providing feedback and further support where needed.

### **OTHER DUTIES**

- Ensure all daily and monthly administration is completed promptly, transferred to the relevant department, or filed securely in store within Ashgate Hospice guidelines. This includes including finance paperwork, petty cash receipts, HR documentation and volunteer records.
- Work closely with the Area Shop Manager and Head of Retail to ensure any problems in the shop are resolved quickly and effectively.
- Undertake any other appropriate duties required to achieve performance targets and realise the full potential of the shop.
- Be willing to take advantage of any training and development opportunities which are relevant to your role.
- Feedback to your staff and volunteers any learning, development or best practice that may be relevant.
- Embrace changes and development of new IT and operational procedures across Ashgate Hospice.
- Ensure that all electronic records and e-mails are actioned or responded to appropriately and within timeframes set, complying with the data protection act, GDPR rules and hospice security procedures.
- The postholder will be responsible for a budget.

## **5. Personal Development**

- Through the annual review process, agree individual objectives and develop a personal development plan linked to team and individual objectives.
- Demonstrate continuing Professional Development.

- Develop new skills as required.

## **6. Communications and Working Relationships**

**Internal:** All staff and volunteers; department managers. Senior management team and trustees

**External:** Shop Managers, staff and volunteers. External business groups and associations

- This Job Description describes the main duties of the post holder and is not exhaustive.
- This Job Description will be reviewed with the post holder as part of the regular performance review and staff development procedure.
- This Job Description does not form part of the Contract of Employment.

## PERSON SPECIFICATION

**Job Title:** Retail Shop Manager

<b>1. Attainments/Qualification</b> (assessed by <b>Application, Interview or Test</b> )	
<b>Essential</b>  GCSE English Language and Maths at grade C/4 or above in or equivalent qualification (A)	<b>Desirable</b>  Continued personal development within the Retail Sector (A)  Leadership/management training (A)
<b>2. Skills</b> (assessed by <b>Application, Interview or Test</b> )	
<b>Essential</b>  Leadership, management and development skills (A,I)  Excellent communication skills, able to relate to and influence all levels of staff & volunteers (A,I)  Good organisational and time management skills (A,I)  The ability to plan and prioritise workloads and delegate accordingly (A,I)  Excellent numeracy skills, which will ensure clear understanding and control of budgets, procedures, processes and profitability (A,I)  Ability to understand and analyse financial data (A,I)  Competent in use of MS Office (A,I)	<b>Desirable</b>  Well developed commercial awareness (A)  Visual Merchandising experience (A,I)  An understanding and belief in the aims and objectives and values of Ashgate Hospicecare (A, I)
<b>3. Knowledge/Experience</b> (assessed by <b>Application, Interview or Test</b> )	
<b>Essential</b>  Knowledge of cash handling/Banking protocol (A,I)	<b>Desirable</b>  Experience of working at management level in a retail environment (A) Knowledge and experience of the recruitment process (A)

Understanding of/ability to demonstrate health and safety best practices. (A,I)	
<b>4. Other factors</b> (assessed by <b>Application, Interview or Test</b> )	
<b>Essential</b>  Self motivation (A)	<b>Desirable</b>