

JOB DESCRIPTION
RETAIL AREA MANAGER
RETAIL
GRADE H

Job Title: Retail Area Manager

Responsible To: Regional Manager

Responsible For: A portfolio of Shops, Staff and Volunteers within an agreed Area

JOB CONTEXT

Across England and Wales, we operate as a federation with 116 local YMCAs that work to support young people in their communities. YMCAs share a common goal to create supportive, inclusive and energising communities where young people can truly belong, contribute and thrive.

We operate in almost 740 different communities across England and Wales impacting upon the lives of more than 630,000 people every year. The work we do every day to support young people is made to happen by nearly 7,000 members of staff and more than 5,100 volunteers.

The vision and strategy for retail includes sourcing and opening profitable and viable leased and temporary shops, which will ensure that the retail division becomes an effective, efficient and successful high street brand, which generates sustainable net contribution to support and contribute to the charitable activities of the YMCA England and Wales and the local YMCA's.

Following a review in 2015/16, a refreshed vision and strategy for the retail operation has been developed, with a focus on profitability, consolidation, investment in staff and volunteers and developing and implementing a standardised representation of the brand.

JOB PURPOSE

Post holder is required to develop and manage a portfolio of sustainable shops within an operational area comprising of temporary and leasehold shops. The shops trade as "YMCA Retail" and are operated by YMCA England & Wales and may operate in conjunction with a local YMCA. The post holder is responsible for all aspects of the Areas management in order to maximise shop sales and profitability, achieving income and profit targets and promoting the YMCA in a professional way.

MAIN RESPONSIBILITIES

Sales and Profit

- ▶ To achieve agreed shop sales through the Area, Gift Aid targets and maximize our retail profit through effective cost control
- ▶ To keep all controllable expenses to a minimum level without loss of sales or health and safety requirements, and to ensure that shop staff and volunteers are aware of the importance of cost control.

- ▶ To maintain the target number of shops operating within the Area, by generating and responding to shop property leads promptly, assessing site suitability, preparing shop budgets, ensuring that temporary shop opportunities are maximised and proposing shops for potential leasehold acquisition. Submitting the necessary lease analysis forms to the Retail Operations Manager and Retail Services Manager.
- ▶ To analyze financial data to make informed commercial decisions.
- ▶ To report monthly profit and loss queries to Retail Operations Manager and Finance Department.
- ▶ To maintain adequate cost controls in the shops and across the Area, ensuring that all budgets are controlled, with staffing costs maintained at the agreed cost to sales ratio.
- ▶ To regularly monitor the shops overall performance, promptly interpreting management information, investigating and reporting problem areas together with remedial actions. Reporting to be verbal and written, as required or requested, and to include structured timed objectives and actions.
- ▶ To regularly review high street mainstream and charity retailers to ensure that YMCA Retail offering is current and, where appropriate, cutting edge.

Shop Standards and Health and Safety

- ▶ To ensure that shops are properly supplied with consumable items, to authorise purchase orders within sign off limits, forwarding copies to supplier and YMCA Finance Department and to deal with any queries arising from this.
- ▶ To be responsible for the implementation and maintenance of YMCA England's (Shops) Health & Safety Policy & Guidelines in all shops across the Area following appropriate training.
- ▶ To generate quality donated goods through stock generation initiatives.
- ▶ To ensure accurate stock control and reporting of any new goods especially greetings and Christmas cards.
- ▶ To respond to all customer complaints in a timely fashion.
- ▶ To undertake regular inspections of the interior and exterior of shop premises and to advise the Retail Operations Manager and Retail Services Manager and as appropriate of maintenance and Health & Safety requirements.
- ▶ To ensure that all cash and security controls / procedures are adhered to by shops in the Area, regularly actioning appropriate checks to include all shop systems, paperwork – investigating, reporting and taking appropriate action on all discrepancies in a timely and professional manner.
- ▶ To visit all shops regularly to ensure that they are being managed effectively and efficiently and in accordance with the Shops Operations Manual.
- ▶ On notification of shop closures (sometimes 48 hours for temporary shops), to ensure that the property is left in an appropriately empty, clean and tidy fashion.

Staff and Volunteers

- ▶ To be responsible for the recruitment, induction, training, development and management of paid shop staff, and van drivers (employed and self employed).
- ▶ To ensure that shops are adequately staffed and that shop teams are developed trained and motivated, providing all necessary support, information, direction and guidance.
- ▶ To undertake all line management responsibilities through regular 121's and appraisal process. Setting clear objectives and key performance indicators to monitor and manage the performance of employed staff within the Area in accordance with YMCA staff development policy (DODYE).
- ▶ To ensure that Shop Managers and staff maintain a high level of customer service at all times.
- ▶ In conjunction with Volunteer Recruitment and Development Manager, to ensure sufficient numbers of quality volunteers and placements are recruited and trained.
- ▶ With appropriate guidance from HR, be responsible for handling investigations, disciplinary hearings and staff grievances within the Area.
- ▶ To arrange regular meetings of Shop Management for the purposes of training, communication and planning.

Administration

- ▶ To maintain efficient and cost effective systems and procedures for the procurement and distribution of Donated Goods, including the operation of house-to-house collections through employed and/or self employed stock collectors in accordance with Home Office regulations. Ensuring that such resources are always cost effectively employed. Signing off any resultant invoices from this work subject to effective and appropriate checks being made.
- ▶ On a weekly basis, to check all shops paperwork returns paying particular attention to shop banking and bank slips.
- ▶ To ensure monthly overtime claims are kept to a minimum and are submitted to Retail Operations Manager and Payroll Department as per the deadlines given and using the correct submission process.
- ▶ To complete all necessary insurance claims when required.
- ▶ To ensure our in house ENABLE data base is maintained at all times, (training will be provided).
- ▶ To record shop visits and to document findings and relevant actions to each Manager as required.
- ▶ To ensure personal expenses and company Barclaycard receipts are submitted in a timely fashion and in accordance with YMCA Finance Manual.
- ▶ To ensure that the allocated company motor vehicle is maintained to the proper standard.

Working with Others

- ▶ To contribute to the development of the retail team and national retail strategy, attending training and management meetings as requested, also to carry out additional tasks as reasonably required within the post holder's skills and competence.
- ▶ To engage with, organisational values and promote the YMCA brand.

- ▶ To ensure that a local YMCA Agreements is in place where necessary.
- ▶ In conjunction with YMCA England & Wales communications team and with their guidance, to promote all newsworthy events and new store openings.
- ▶ To fulfil whatever mutually agreed additional duties are deemed necessary by the needs of the business.

SCOPE AND LIMITS OF AUTHORITY

Assists with the operation of a YMCA store in order to achieve specific sales and profit targets, under the instruction of the Store Manager. Takes full store management responsibility where required. The store is a direct interface with the public and requires high professional standards.

PERSON SPECIFICATION

KNOWLEDGE & QUALIFICATIONS	ESSENTIAL	DESIRABLE
A good level of general education	✓	
Full driving licence	✓	
Knowledge of retail management, including merchandising, stock management and sales projections	✓	
Knowledge of specifics of charity retail, including Gift Aid, donated goods sales, working with volunteers		✓
EXPERIENCE		
Outstanding track record in achieving sales and profit targets within retail or charity management	✓	
Experience of distance managing a diverse team of people	✓	
Experience of multi-site management within the retail sector	✓	
Experience of multi-site management within the Charity Sector		✓
Experience in using IT systems	✓	
Experience of retail software systems including EPOS till systems	✓	
Experience and understanding of applying Health & Safety guidelines to the shop environment	✓	
Experience of budget management and forecasting		✓
ABILITIES, SKILLS AND COMPETENCIES		
IT literate and numerate	✓	
Management and motivational skills, with the ability to effectively implement and adapt to change	✓	
Good commercial acumen with the ability to act upon management information, to maximise business opportunities and effectively utilise business resources	✓	
Ability to communicate and liaise effectively at all levels	✓	
Ability to work effectively in an unsupervised environment	✓	
Ability to undertake varying administrative tasks of the shops and Area	✓	



Ability to analyse and complete clear and concise reports within set deadlines	✓	
Ability to build and lead a successful retail team in order to deliver and maximise profits for the organisation	✓	
Ability to achieve a set of financial goals, generate stock and maximise Gift Aid revenues	✓	
A practical and leadership ability combined with a hands-on approach to the opening and closing of shops	✓	
PERSONAL QUALITIES		
Able to work flexibly as part of a small team	✓	
Initiative and discretion and ability to identify problems and offer practical, innovative and creative solutions	✓	
Excellent interpersonal skills with the ability to relate to people at	✓	
all levels, ability to communicate clearly with colleagues and members of the public		
Energy, enthusiasm and determination to succeed	✓	
High personal and professional standards	✓	
Commitment to equality and valuing diversity and understanding of how this applies to the provision of retail services	✓	
Able to respect the Christian ethos of the YMCA and uphold its values	✓	
Commitment to customer care	✓	