



JOB DESCRIPTION

Role Title: Assistant Shop Manager	Rank: ASM A/B/C
Reports to: Area Manager	Notice Period: 1 month
Direct Reports: None	
DBS Check: Enhanced	
Team and Directorate: Income Generation – Retail	
Location: Various	Date: 2025
Summary of the Role's Main Purpose: Maximise the shop's sales & profits and offer excellent customer service. This is achieved by supporting the Shop Manager in the leadership of staff and volunteers. By applying entrepreneurial skills and enhancing awareness of the charity within the local community. To work within the guidelines as set down in the Shops Operations Manual.	

MAIN DUTIES AND RESPONSIBILITIES:

- Assisting the Shop Manager in maintaining the day-to-day operation of the shop.
- Planning and managing deliveries and collections.
- Assisting in the managing and maintaining the staff and volunteer's rotas to ensure adequate cover is provided during trading hours, to make sure days off, leave and possible sickness are covered.
- Assist in managing the team of staff and volunteers in the day to day running of the shop.
- Operate the agreed stock rotation system , regularly updating stock to keep the offer fresh.
- Operate the agreed pricing structure to maximise profits from the sale of donated goods.
- Ensure high value stock items are identified & recorded, and, when appropriate, are transferred to the Retail Office for e-commerce and auction sales.
- Assist in ensuring an efficient back-room operation including storage of stock and recycling of waste.
- Management and stock control of bought in goods.
- To assist in the delivery of budgeted sales targets and maximise profit through effective control of costs.
- Assist in the timely and accurate completion of weekly paperwork.
- Follow agreed cash handling procedures.
- Take responsibility for daily banking in the absence of the manager.
- Assist in ensuring an accurate biannual stocktake.
- Implement promptly relevant directives from the Retail Office and Douglas House.
- Facilitate the required Gift Aid conversion rates and effectively process Gift Aid Customer Service.
- Create a welcoming, happy, and appreciative atmosphere for customers and the shop team.
- Provide excellent customer service at all times.
- Maintain high standards of merchandising, window displays and housekeeping.
- Show genuine appreciation to donors and actively listen to customers.
- To assist the Shop Manager to provide leadership, encourage teamwork, listen to staff and volunteers, and provide appropriate management support.

- Delegate appropriately, in order to motivate & develop the team.
- Assist in the development & training of bank staff.
- Assist in the effective recruitment and retention of volunteers, ensuring they have sufficient training and development opportunities to maximise their potential.
- Ensure Health and Safety, and Trading Standards regulations are adhered to, to take responsibility for personal health and safety whilst on and off-site.
- Assist in ensuring all staff and volunteers are trained in fire/evacuation procedures.
- Assist in ensuring data protection legislation is complied with, particular in Gift Aid & HR filing systems.
- Follow HDH procedures when handling money and goods and ensure adequate security of the shop, its personnel, money, and goods.
- To report all accidents and incidents promptly, using the designated form.
- To ensure key holder procedures are rigorously adhered to.
- Be flexible, and be willing to work additional hours, when required.
- To undertake such other tasks as may be reasonably required from time to time.
- To be flexible and work in neighbouring shops should the need arise.
- Travel to meetings and training sessions as required either at Douglas House or any other venue within the Helen and Douglas House catchment area.
- Engage & support activities of the Fundraising Dept. in general and the local community fundraisers in particular.
- To maintain excellent knowledge of Helen and Douglas House in order that customers, staff, and volunteer queries can be answered correctly.
- Positively promote the work of the organisation building & developing positive internal and external relationships.

Key Technical Skills, Knowledge, Experience and Behaviours:

Essential:	Desirable:
<ul style="list-style-type: none"> • Educated to GCSE level or equivalent (Grade C/5 or above in English & Maths). • Some supervisory experience. • Experience in a customer-facing environment. • Experience of managing and training people. • Basic administration and cash-handling skills. • Computer literate. • Good communication skills. • Excellent customer service skills. • Team player, motivated, and committed to success. • Willingness to travel to other Helen & Douglas House locations. • Flexibility with working hours 	<ul style="list-style-type: none"> • Retail NVQ qualifications or equivalent. • Experience of managing teams in the retail sector. • Experience of managing volunteers. • Experience of working in a charity shop. • General understanding of health & safety in the workplace. • Visual merchandising skills. • Experience of operating a till/EPOS system. • Knowledge of the work Helen & Douglas House do. • Full driving licence