



St Wilfrid's Hospice

Reaching out to transform
end of life care

Job Description

Job Title:	Retail Area Manager
Hours per week:	Full Time
Location/Department:	St Wilfrid's Hospice Trading Company
Reports to:	Head of Trading
Direct Reports:	Community Shop Managers
Budgetary Control:	Yes
DBS Disclosure:	Yes
Date Prepared:	November 2018

JOB SUMMARY/PURPOSE:

To lead, manage and develop a portfolio of retail outlets, and to maximise income generation and profitability in line with budgets. To support, coach and manage Community Shop managers to increase sales, control expenditure, deliver excellent customer service and increase awareness of and engagement with the work of the St Wilfrid's.

KEY DUTIES & RESPONSIBILITIES:

1. Lead and manage Community shop managers (currently 7) in line with St Wilfrid's values, ensuring that they are appropriately supported and developed through regular one to one's and wider team meetings. Encourage teamwork within the retail team and the wider organisation.
2. Support charity shop managers to increase sales, maximise profit, control expenditure and deliver excellent customer service whilst ensuring that the reputation of St Wilfrid's Hospice is enhanced.
3. Ensure performance expectations of Community Shop Managers are clear using agreed performance objectives and income targets.

4. Work with the Community Shop Managers, Voluntary Services, Fundraising and Communications Teams to recruit, train, motivate and support the necessary numbers of volunteers required in each shop.
5. Monitor progress of each shop against the budget and business plan and support manager to take remedial action where required.
6. Manage rotas to ensure that all shops have adequate staff and volunteer cover to trade their full opening hours.
7. Ensure that excellent standards of merchandising are maintained and with the Head of Trading, agree pricing frameworks and ensure that they are adhered to.
8. Day to day responsibility for the premises of St Wilfrid's Charity shops, lead on individual retail portfolio refurbishment projects.
9. Ensure adherence to agreed policy and procedure in relation to Health & Safety, staff, financial, volunteer and facilities management in the Trading Company.
10. Ensure that Cybertill is used to its maximum potential within each shop and analyse the data to improve sales performance.
11. Work closely with the Donation Centre Manager and the Head of Trading to agree and implement stock requirements for the shops.
12. Maximise sign up to gift aid within each shop the processing of purchases to ensure that the maximum amount of gift aid is claimed.
13. Ensure that relevant financial controls, systems and processes are followed in all shops.
14. Contribute to the preparation of the annual retail budgets, working with the shop managers to formulate proposals for income and expenditure budgets.
15. Work collaboratively with the Fundraising Team to maximise donations, sales of event places and the generation of other fundraising income through the shops.
16. Work collaboratively with the Communications Team to develop awareness of the Hospice Mission and Hospice services through the shops.
17. Support the development of online sales via the flow of relevant stock to the online team.

General Duties & Responsibilities

1. To demonstrate and role model St Wilfrid's values (Compassionate, Professional, Progressive and Respectful.)
2. To maintain confidentiality at all times and to comply with the Hospice policy on Information Governance, thus ensuring security in the management and use of information.

3. To contribute to close working relationships with all personnel and to help to build an open and honest culture that facilitates learning, creativity and excellence.
4. To be empathetic and courteous to customers, treating them with care and consideration at all times.
5. To undertake any other duties at the request of the line manager which are commensurate with the role including project work and absence cover.
6. To comply with the policies and procedures of St Wilfrid's Hospice at all times.
7. To undertake training as necessary in line with development of the post.
8. To participate fully in the performance management process and undertake Continuing Professional Development as required.
9. To achieve and demonstrate agreed standards of personal and professional development within agreed timescales.
10. To ensure compliance with the Data Protection Act, 2018.

Fundraising:

St Wilfrid's Hospice is a registered charity. It relies on the local community for a major proportion of its income through fundraising. For this reason it is expected that all members of staff will endeavour to support the fundraising activities of the Hospice, taking appropriate opportunities to explain the way the Hospice operates. We want to encourage staff, when possible, to attend, in a voluntary capacity, at least two fundraising activities a year.

This job description is not meant to be exhaustive; it will form the basis of objective setting in your performance management reviews and will be reviewed in the light of experience.

This job description will be reviewed as necessary and may be amended to meet the changing needs of the organisation. It will also be used as the basis for determination of objectives and the contents will be used as part of Performance Development Review. This job description has been agreed between the post holder and St Wilfrid's Hospice.

Employee's signature:

Manager's signature

Print name:

Print name:

Date:

Date: