



## Job Description



**Job Title:** Retail Area Manager

**Location:** Cambridgeshire  
**Line Manager's Title:** Branch Trustees

### 1. Overall Job Purpose

To have overall responsibility for all aspects of the branch retail operation including the day to day operation of the charity shops, stock generation and distribution and management of retail staff and volunteers.

To maximise profits and ensure that individual shops meet monthly and annual sales targets

To be responsible for growing retail income through the development of the Branch shops whilst maximising sales at existing units

### 2. Key Tasks/Job Description

#### Shop Operations

- Develop and implement policies and procedures to ensure efficient operation, including merchandising strategies, stock generation, sorting and distribution, pricing and display practices.
- Support and motivate staff and/or volunteers to achieve monthly and annual sales targets.
- Be aware of current trends and competitors' activities and action appropriate response.
- With your line manager or appropriate member of management staff develop and implement financial controls, including cash handling and banking, and security procedures across all shops.
- With your line manager or appropriate member of management staff prepare an annual retail operational budget and monitor progress.
- Implement good pricing policies to achieve highest potential sales.
- Identify and implement initiatives to generate further retail profits (eg ebay, gift aid, sale of new goods).
- Oversee the generation of donated stock to ensure shops have sufficient to maximise sales.
- Ensure the highest level of payment is received for rags and other items of non-saleable goods with a disposal value.
- Establish good hygiene and housekeeping practices across all shop areas.

### **Property**

- Oversee the maintenance and security of all premises used by the retail operation and maintain a list of key holders.
- Ensure all premises and equipment are kept in good repair and arrange for maintenance and repairs to be carried out as necessary within budgeted limit, maintaining a maintenance register
- Maintain records of shop leases as required by trustees managing rent reviews, break dates and lease ends.
- Identify potential new shop premises in conjunction with the trustees
- Produce a detailed business plan for opening new shop premises including projected profit and loss
- Project manage new shop openings including managing contractors and the design and fit of a new shop.
- Review shop profitability on a weekly basis, looking at departmental sales, pricing, stock quality and density.
- Review and manage customer service levels.
- To increase the Gift Aid sales of the shops as applicable.

### **People/Line Management**

- Recruit shop managers and volunteers at new and existing shops.
- Line manage shop staff including regular one to ones and performance reviews. Maintain standards of performance including performance management where necessary
- Identify training needs, developing and delivering in-house training solutions for induction and continuous development of Shop Manager, deputies and volunteers.
- Ensure appropriate HR policies and procedures are adhered to for the recruitment and management of staff in compliance with relevant legislation and branch employment policies.
- Ensure appropriate volunteer policies are put in place including volunteer inductions and be the first point of contact for volunteer problems.
- Ensure adequate volunteers or staff are in place for shop opening hours.

### **General**

- Encourage best working practices in line with RSPCA operational guidelines
- Occasional attendance at external conferences, meetings and training courses to represent the interests of Branch shops.
- To undertake other duties as directed by Branch Trustees the Retail & Corporate Co-ordinator.
- Actively promote all Branch and Society initiatives and campaigns to promote awareness of the charity.
- In liaison with Managers and Trustees develop a long term strategic plan to ensure the successful future of the Branch
- Develop effective working relationships with the National RSPCA and neighbouring branches.
- To be responsible for covering absences in shops due to sickness and holidays, ensuring shops remain open for 6 days (or 7 days as appropriate) a week through coordination of staff and personal presence as necessary.

- To review and coordinate shop rotas.
- To review shop's opening hours and trading patterns to maximise sales (including 7 day opening as appropriate).
- To rotate stock between the Branch shops as required either personally or by setting up and managing a stock rotation system.
- Visiting all existing shops and completing a shop visit report monthly, to include positive and negative written results on advice on improving income and all aspects of shop operation including health and safety, retail law and trading standards. Following up to determine success and allow feedback..

While at work all staff are required to:

- Adhere to the Society's charitable objectives which are to promote kindness and prevent cruelty to animals.
- Understand and comply with the Branch Code of Conduct.
- Take care of their own health and safety and that of others who may be affected by their acts and omissions.
- Co-operate with Branch policies and procedures.

In addition to your normal duties, you may occasionally be required to undertake such other reasonable duties as necessary to meet the needs of the Branch.

### **3. Person Specification**

Please see person specification attached (appendix A)

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This job description is a statement of the job content required as of March 2018. It should not be seen as precluding future changes.

**PERSON SPECIFICATION****Area Shop Manager**

	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>PROFESSIONAL AND/OR TECHNICAL QUALIFICATIONS</b>	GCSE English and Maths	Retail Management qualifications
<b>EXPERIENCE</b>	Multi site Shop management experience  Visual merchandising experience with a keen eye for detail  Customer service experience (ideally from a retail environment)  Computer Literate	Retail management experience
<b>SKILLS AND COMPETENCIES</b>	Excellent leadership qualities with experience of managing staff and volunteers  Numerate with the ability to understand financial data, Profit & Loss information and spreadsheets  Excellent entrepreneurial skills and a successful track record of improving sales  Knowledge of health and safety legislation	
<b>PERSONAL QUALITIES</b>	Excellent communication skills with the ability to motivate others.  Self motivated and hard working.  Outgoing can do attitude  The ability to plan and prioritise workloads and delegate accordingly.  Ability to work under pressure	Interest in Fashion and textiles

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	Sympathy with the RSPCA's aims and policies  Ability to relate well to people from all backgrounds	
<b>SPECIAL CIRCUMSTANCES (if any)</b>	Must hold full driving licence  Prepared to work weekends and unsocial hours	