

## **JOB TITLE: Super Store Manager, RETAIL**

### **Part 1: JOB PROFILE**

#### **1. MAIN PURPOSE OF THE JOB**

As Super Store Manager you will manage a team of paid staff and volunteers in our flagship store. Your Super Store is the face of Claire House on the high street and acts as hub in the local community. You will ensure that your team are trained in all areas understanding that people are key to your success.

The post holder will have strong leadership skills, the ability to build strong relationships throughout the retail team and beyond, with fantastic people skills to engage and inspire a team of staff and volunteers. They will be an expert in their field and will always seek to maximise the team sustainable profitability through applying charity retail best practice. With clear objectives and budgets to achieve, this role needs dedication, tenacity and resilience and is perfect for a talented charity retail professional looking for their next challenge.

#### **2. POSITION IN ORGANISATION**

- Reports to the relevant Retail Business Development Manager
- Has direct responsibility and accountability for:
  - Assistant Shop Manager(s)
  - Bank staff (depending on shop team structure)
  - A team of local volunteers
- The post holder may occasionally be required to work in, support or manage other Claire House shops

#### **3. SCOPE OF JOB**

You will be responsible for generating a predicted income of more than £150,000 per annum to support Claire House achieving its dream to one day reach every single child that needs our services. You will ensure that your stock is processed efficiently, and that the shop floor has the highest standards at all time. You will maximise your store potential by ensuring the best customer service, product offer are always in place so that and that donors and shoppers have an amazing experience.

## **PART 2: DUTIES AND KEY RESPONSIBILITIES**

### Key Responsibilities

- Works closely with the Retail Leadership team (Stock Generation Manager and the District Support team) to deliver retail's strategic aims and objectives
- Provides clear leadership on the need for and delivery of change
- Is a champion for culture, supporting development of Claire House values in retail, celebrating retail successes and milestones.
- Contributes to the development of organisational project work as required.
- Works collaboratively with other departments.
- Represents the shop and team at all required meetings, and shares best practice
- Supports and becomes part of the income generation team through the major appeal
- Supports the induction of new Claire House employees by providing an environment for them to learn and develop, witnessing delivering best practice at all times.

## Operational Responsibilities

### **STAFF**

- Provide training, development, work reviews and appraisals for paid staff to enable them to perform their jobs efficiently and effectively.
- Organise a rota to ensure the shop runs effectively and sales floor and sort room tasks are allocated.
- Create an organised and pleasant working environment for staff and volunteers.
- Inform the Store team of business communications, promotions and information relating to Fundraising events.
- Ensure that all staff/volunteers comply with Claire House policies, procedures and specific Retail protocols.
- Actively recruit the correct/specified number volunteers to deliver the stores objectives and KPI's.
- Provide training so they are able to perform their jobs efficiently and effectively.
- Act as a point of contact for the retail team receiving and distributing district communications to also encompass weekend on call queries

### **SALES**

- Achieve profit targets by maximising sales and minimising costs.
- Action daily floor walks as per guidelines to ensure high standards are achieved and maintained.
- Ensure that the high standard of service to customers that is expected by Claire House is maintained at all times.
- Run till reports to identify opportunities to maximise the potential of different product categories and utilise these to drive the income of the store. (when epos is installed)
- Utilise available reports to drive business in relation to store and department layout where available.

### **SHOP APPEARANCE**

- Maintain a high standard of presentation, both in the windows and the interior of the Store.
- Ensure the sales floor layout is as per the current sales guidelines in conjunction with your District Support Manager.
- Achieve and maintain high standards of housekeeping, organisation and cleanliness throughout the Store including the sales floor and stockroom areas.

### **STOCK**

- Actively encourage the public to donate saleable stock.
- Achieve the required Gift Aid (GA) conversion rates and manage the GA process.
- Ensure there is adequate flow of stock from stockroom to the shop floor (productivity).
- Ensure there is adequate stock available on the shop floor, at all times, on all key lines (stock density).
- Ensuring all stock is sorted, priced and steamed before going onto the Store floor.
- The role will demand moving sometimes high volumes of stock on a daily basis.
- Select and price stock at a consistent level in accordance with Claire House price guides.
- Rotate stock on a daily basis so that no items of stock remain on the shop floor for any longer than the agreed time limits.
- Comply with all instructions regarding the sale and auditing of bought in goods.

### **ADMINISTRATION AND SECURITY**

- Ensure all relevant administration is completed on time and according to the Shop Manual.
- Bank daily according to Claire House policy.
- Ensure all financial, cash handling and security procedures are adhered to as per the current retail procedures.
- Hold the shop keys, ensuring that the shop is secure whenever it is left unattended.

- Notify the local police and your Business Development manager in the event of a break in, shop lifting or security incident.
- Ensure all staff/volunteers lock all purses and valuables in a locker.

#### **HEALTH AND SAFETY**

- Provide a safe environment that protects all staff/volunteers, and the public.
- Comply with all Health and Safety (H&S) regulations as per the Claire House H&S Policy.
- Report any maintenance or Health and Safety issues in the shop to the District Support Manager.  
NB This role involves continuous manual handling of stock, in volume on a daily basis. It will require a reasonable level of fitness and exertion, including carrying stock up and down stairs on a regular basis.

#### **OTHER**

- Ensure Retail Safeguarding Risk Assessments are completed in line with required practice and standards.
- Any other duties as appropriate.

## **Physical, Mental and Emotional Effort – SUPER SHOP MANAGER**

### **Physical**

- Regular manual handling, lifting heavy loads on a daily basis
- Standing for long periods of time

### **Mental**

- Multitasking is a constant requirement – frequent interruptions to every task
- Rarely able to structure work in advance, due to unforeseen events
- Able to set standards and ensure compliance from all members of the team to these standards and Claire House policies and procedures

### **Emotional**

- The role requires a daily need to give emotional support to staff and volunteers
- Occasionally interacting with families associated with Claire House
- Occasionally dealing with difficult/challenging people.

### **Working Conditions**

- Exposed to unknown hazards on a daily basis when delving into bags of donated stock
- Ability to work unsupervised

## **Claire House General Responsibilities**

Every employee is required to:

- Adhere to and comply with organisational policies, procedures and guidelines at all times.
- Implement Risk Management strategies (including reporting, registering risk and learning) - taking all reasonable steps to manage and promote a safe and healthy working environment which is free from discrimination.
- Comply with the organisational policy on confidentiality, and the Data Protection Act 2018 as amended relating to information held manually or on computerised systems.
- Respect the confidentiality and privacy of families and staff at all times.
- Implement Health and Safety regulations – through risk assessment. Maintaining a constant awareness of health, welfare and safety issues affecting colleagues, service users, volunteers, visitors and themselves, reporting any accidents or faults in line with organisational policy, and fully participating in health and safety training.
- Participate in personal training, development, appraisal, and attend all relevant training courses as required.
- Embrace the volunteer culture which exists in the organisation.
- Work in collaboration with staff and volunteers from all areas of the organisation.

*The post holder must act at all times in a professional and responsible manner and have due regard to confidentiality and Health & Safety legislation.*

**This job description does not attempt to describe all the tasks and responsibilities of the post, but rather illustrates with examples, the main role of the post-holder. It is therefore subject to alteration and development as and when required.**

**PERSON SPECIFICATION: Super Shop Manager**

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>Educated to "GCSE Level C" with English and Maths (or able to work at this level.</li> </ul>	<ul style="list-style-type: none"> <li>Educated to 'A' level or above</li> </ul>
<b>Physical</b>	<ul style="list-style-type: none"> <li>Ability to lift and manoeuvre a weight of up to 10kg and be fit to standing/walking for most of the day</li> </ul>	<ul style="list-style-type: none"> <li>Previous role/experience of standing for long periods</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>Working within fashion retail, with particular regard to floor layouts, merchandising, customer service and contact, working in a team environment, basic IT, administration and simple analysis of figures.</li> <li>Minimum of 3 years management experience in high fashion retail Stores or the retail charity sector.</li> <li>Experience of sales budget management in excess of £150k.</li> <li>An awareness of how to identify and develop the market potential of a High Fashion Superstore, in relation to product, quality and value of items</li> <li>Motivating and inspiring others</li> <li>Recruiting and training a team of Volunteers and staff.</li> <li>Building key internal and external relationships.</li> </ul>	
<b>Skills</b>	<ul style="list-style-type: none"> <li>Able to plan, organise, prioritise, delegate and review varying work of volunteers/paid staff.</li> <li>Able to attract, recruit, train, develop and appraise a team of volunteers/paid staff, to fully participate in the daily activities and promotions of the Store.</li> <li>Able to persuade and influence through negotiation, staff/volunteers on how to develop good retail fashion practice.</li> <li>Able to interpret, implement and advise on procedural guidance from line management and to issue appropriate instructions and advice to staff/volunteers to manage the Store.</li> <li>Able to meet the needs of customers on a face to face basis, in order to generate sales and increase customer usage of the shop.</li> </ul>	<ul style="list-style-type: none"> <li>Visual merchandising skills, particularly working with clothing</li> <li>Good decision making with regard to stock selection and pricing</li> </ul>

	<ul style="list-style-type: none"> <li>• Able to liaise and respond to a variety of people from varying backgrounds.</li> <li>• Able to deal with any situation which may give rise to conflict.</li> <li>• Able to create an effective working relationship between yourself and team members.</li> <li>• Able to add, subtract, divide and multiply up to four figures in order to maintain budgets and complete accurately weekly income/banking sheets.</li> <li>• Able to handle cash and reconcile accurately.</li> <li>• Able to initiate, develop and accept new ideas to generate income within a short time frame.</li> <li>• Able to read and understand P &amp; L reports.</li> <li>• Able to identify and develop appropriate plans to respond to weekly, monthly and annual budgetary targets, in conjunction with the Business Development Manager.</li> <li>• Provide a safe environment that protects all staff, volunteers and the public.</li> </ul>	
<b>Personal Attributes/ Abilities</b>	<ul style="list-style-type: none"> <li>• Honest open and reliable</li> <li>• Good team player</li> <li>• Commitment to the aims and objectives of Claire House. Committed to success and to achieving organisational excellence</li> <li>• Good attention to detail</li> <li>• A commitment to promoting and securing equality of opportunity</li> </ul>	<ul style="list-style-type: none"> <li>• Hands on leader – leading by example</li> </ul>
<b>Other requirements</b>	<ul style="list-style-type: none"> <li>• Flexible approach to working hours and days including working Saturdays, Sundays and Bank Holidays as appropriate and when required. Also assisting in area team, including cover at other Stores, if necessary.</li> <li>• There will be a need to travel to team meetings, training events etc.</li> <li>• There will be a need to lift, on a frequent basis, items of various sizes and weights.</li> <li>• Keyholder responsibility</li> </ul>	

### **Managing Diversity**

Candidates should be able to recognise the unique potential that individuals from differing backgrounds, experiences and perspectives bring to Claire House, utilising individual performance, responding to changing working practices and acknowledging the changing customer/client base that the department operates with.

CLAIRE HOUSE JOB RELATED SKILLS – SUPER STORE MANAGER

There are generic competencies that work for all employees at Claire House. Here is your personalised set of job related skills for your role. If you have any queries, please speak with your line manager.

COMPETENCY	EXAMPLES OF WHAT IT COULD LOOK LIKE
<p><b>COMMUNICATION</b> Excellent communication is central to everything we do, and forms part of our Claire House behaviours, Together We Achieve More and We Deliver Excellence.</p> <p>Whilst we all need to be effective communicators, for some it is a particularly important job skill for building strong empathic relationships within and/or beyond Claire House.</p>	<p>Intermediate Communication</p> <ul style="list-style-type: none"> <li>- Has enhanced communication skills, is able to communicate confidently with a wide variety of individuals across and beyond the organisation</li> <li>- Promotes the work of Claire House, communicating using appropriate styles, methods and timing.</li> <li>- Is able to explain complex concepts or processes to other in simple and understandable ways</li> <li>- Takes opportunities to regularly communicate and interact with own and other teams to build strong effective relationships.</li> <li>- Actively builds and maintains a network of colleagues and contacts within your community</li> </ul>
<p><b>SAFETY and EXTERNAL LEGISLATION</b> Everyone in Claire House should work in a way that demonstrates awareness of key areas of safety and legislation e.g Health and Safety, Equality &amp; Diversity, Confidentiality Fire Regulations etc</p> <p>For some there is an additional responsibility to assess the risks involved in these areas and put in place policies and procedures to manage them.</p>	<p>Assessing</p> <ul style="list-style-type: none"> <li>- Goes through either internal or external assessing process to ensure that it meets standards (legislative, regulatory or sector)</li> <li>- Assess and ensure adherence to legal and regulatory requirements.</li> </ul>
<p><b>COMMERCIAL AWARENESS</b> At Claire House We Deliver Excellent Service, by understanding what is required of us in our role by the people we work for.</p> <p>For some there is an additional need to understand their area of expertise in more depth in order to deliver this excellence.</p>	<p>Commercial Understanding</p> <p>Has a understanding of the business aspects of their own role and how it impacts on the success and profitability of Claire House</p>
<p><b>FINANCIAL ACUMEN</b> Not everyone in Claire House is involved with the “money side of things”, but for many it is a key aspect to the role. From handling cash donations to negotiating commercial deals it is important that we manage our funds in the best way possible.</p>	<p>Awareness and handling</p> <ul style="list-style-type: none"> <li>- Understands the basic guidelines of handling of money according to Claire House procedures and guidelines</li> <li>- Handles numbers confidently, collate information ensuring accuracy of financial data</li> </ul>
<p><b>ICT SKILLS</b> The use of IT in our daily lives is becoming more and more common, through the way we use our phone, computer and tablets. IT can improve the way we work, encourage better communication and sharing of information and help raise the profile of Claire House across the region.</p>	<p>Core ICT Skills</p> <ul style="list-style-type: none"> <li>- Has a positive “can do” attitude to using ICT on a day to day basis</li> <li>- Work station basics, logging on and off, using printers etc</li> <li>- Is able to send and read emails and use simple spreadsheets and word processing packages</li> <li>- Can access information kept on databases and input information onto databases</li> <li>- Is able to perform basic internet searches</li> </ul>
<p><b>MANAGEMENT</b> Whether its volunteers, colleagues or a larger team, we often get things done by coordinating and managing the work of others.</p>	<p>Operational Management of teams of 1 or more people</p> <ul style="list-style-type: none"> <li>- Translates strategic priorities into clear outcome-focused objectives for individuals</li> <li>- Guides and supports individuals to undertake their roles and achieve team objectives</li> </ul>

<p>How we do this, empowering and supporting others and feeding back on their progress is key</p>	<ul style="list-style-type: none"> <li>- Undertakes appraisal in a fair and transparent way</li> </ul>
<p><b>LEADERSHIP</b>  We know in Claire House that Together We Achieve More, and our behaviours reflect this aspect of personal leadership.</p> <p>For some there is an additional responsibility to lead a small or large team of individuals who work for or with Claire House. This involves communicating, motivating and inspiring them to achieve excellence and support the Claire House vision</p>	<p>Specialism Leadership, for those with leadership responsibility but no direct team to work with</p> <ul style="list-style-type: none"> <li>- Promotes and educates others across the organisation about specialist area and the value/benefits to the organisation</li> <li>- Acts as a centre of excellence and expertise in specialism both internally and externally</li> </ul>
<p><b>BUDGET MANAGEMENT</b></p>	
<p><b>RESOURCE MANAGEMENT</b></p>	