



## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	Area Retail Manager
<b>LOCATION:</b>	Northwich, with travel across Cheshire
<b>DATE REVIEWED:</b>	January 2022
<b>ACCOUNTABLE TO:</b>	Head of Commercial Business Development

### **PRIMARY PURPOSE:**

Through effective leadership the job holder will be responsible for increasing sales and profitability within Retail to agreed targets. They will be accountable for the delivery of exceptional commercial standards and operational compliance throughout all shops and the donation centre, ensuring the development of Retail staff and volunteers, whilst managing within agreed budgets.

### **Main Duties:**

#### **Commercial Management**

1. Translate Age UK Cheshire's commercial strategic goals into retail operational plans to achieve required target growth in sales and profit in both in-store sales and online sales (eBay and Depop).
2. Monitor performance of the six charity shops on a weekly, monthly and quarterly basis with Retail Managers. Support the Retail Managers to improve shop performance as required.
3. Monitor performance of the new Donation Centre, including online sales against targets on a weekly, monthly and quarterly basis with the Donation Centre Manager and Online Sales & Retail Admin Assistant. Support the Donation Centre Manager and Online Sales & Retail Admin Assistant to improve performance as required.
4. Oversee fit-out and health & safety of the new Donation Centre, working with the Donation Centre Manager.
5. Ensure financial targets and Key Performance Indicators are met with the Retail team, maximising sales, and minimising costs.
6. Take the lead in identifying new premises, initiatives, and online sales channels, producing business cases to support these with subsequent responsibility for implementation.
7. Ensure high standards of customer service in shops and online at all times.

8. Plan & conduct regular shop and donation centre visits to ensure in-store and online sales targets are achieved with strong customer service and high standards of cleanliness, monitoring:
  - Presentation of shop and merchandise, window displays
  - Deployment of volunteers
  - Administrative systems and working practices
  - Collections and disposal of stock
  - Special promotions
  - Maximisation of stock through retail van drivers and collections
  - Gift Aid
  - Health & Safety
9. Develop and implement initiatives to increase shop and online sales including designing and launching sales promotions and events, through proactive use of the calendar.
10. Maintain up to date knowledge of the marketplace, competitors and trends, adapting the future retail strategy accordingly.

### **People Management**

1. Lead, develop and motivate the Retail team to achieve results. With the support of the Human Resources department, ensure all aspects of people management are appropriately addressed. The job holder has management responsibility for the Retail Managers, Donation Centre Manager and Online Sales & Retail Admin Assistant. Assistant Retail Managers and Retail Volunteers report into Retail Managers, whilst Retail Van Drivers report into the Donation Centre Manager.

Working with the Retail Managers, Donation Centre Manager and Online Sales & Retail Admin Assistant, cover holidays and time off as necessary to maximise cover throughout the area. This will involve working across all shops and donation centre throughout the year as planned.

2. Proactively manage and review performance of Retail Managers, Donation Centre Manager and Online Sales & Retail Admin Assistant in order to maximise the performance of in-store and online sales.
3. Coach Retail Managers, Donation Centre Manager and Online Sales & Retail Admin Assistant, providing advice and guidance as needed.
4. Plan and conduct meaningful & regular shop and donation centre visits, ensuring outstanding actions are followed up.
5. To lead in the recruitment of staff and volunteers to ensure a high calibre of team player with the right skills and attributes to drive the shops forward are selected.

6. To lead in the induction, training and deployment of staff and volunteers, in line with compliance with all legislation and good practice.

### **Stock & Financial Management**

1. Develop cost-effective and innovative stock generation, monitoring stock supply levels and top departments for each shop/online sales channel.
2. Produce and interpret financial reports on shop performance.
3. Ensure shops are well merchandised, with an attractive window display and well-designed layout mapped to customer flow, promoting 'Bronze, Silver & Gold' sight lines.
4. Ensure Trading Standards Regulations are observed throughout Retail, including sale of second hand good and online sales.

### **Communication**

1. Liaise with the Head of Commercial Business Development to update on the progress of the shops and Donation Centre.
2. Develop an effective network of communication across the Retail team and wider Age UK Cheshire team to ensure shared knowledge and understanding of the business and charity activity.
3. Respond to requests for retail information and complaints from customers.

### **General Responsibilities**

1. Ensure the shops and Donation Centre follow all Age UK Cheshire's policy and procedures, including Health & Safety Policy.
2. Ensure Health & Safety documentation is kept up to date through regular checks with Retail Managers and Donation Centre Manager, with any concerns reported to the Head of Commercial Business Development.
3. To support the fundraising activities of the charity.
4. To undertake such duties as may from time to time be reasonably requested by the Trustees of Age UK Cheshire, the Chief Executive and Senior Managers, within the flexible definition of the post.

## **RETAIL MANAGER - PERSON SPECIFICATION**

### **Essential Criteria:**

- Excellent people management and leadership skills with the proven ability to manage and motivate others to achieve exceptional results.
- Proven track record of achieving income targets in charity retail or comparable environments.
- A commercial, data-driven focus, with a proven track record of setting and managing budgets, maximising sales and profit through commercial decision making, demonstrating the ability to respond effectively to change.
- Experience of multi-site retail management in a charity or commercial retail organisation.
- An ability to work independently, self-motivate and prioritise own tasks and time. Also, able to take direction and work collaboratively with others.
- Flexible in approach and enjoys working in a dynamic and changing environment.
- Logical, good attention to detail and a creative problem solver.
- Excellent communication skills (verbal and written communication) with the ability to summarise and present ideas and information to influence at all levels.
- Demonstrable working knowledge of Microsoft Office (Word, Excel and Outlook)
- Knowledge of health & safety, retail and the law.
- Full driving licence and use of a properly insured vehicle during working hours

### **Desirable Criteria:**

- Experience within Charity Shops
- Experience of E-commerce
- Experience of managing volunteers
- General understanding/empathy with the aims of the organisation

## **ADDITIONAL INFORMATION**

Age UK Cheshire employs around 65 staff and has approximately 150 people registered as volunteer helpers without whom the organisation could not fulfil its objectives which is to assist older people in Cheshire to live a full and rewarding life.

Currently the charity operates 6 shops in Northwich x 2, Crewe, Ellesmere Port, Sandbach and Frodsham. In early 2022 we are moving to a new Donation Centre in Winsford and have ambitions plans to grow online sales performance over the next 3 years, as well as opening new shops.

This is a hands-on role that is fully involved in all aspects of the retail business from stock generation to new shop openings. The Area Retail Manager will be instrumental in ensuring all shops increase sales and profitability, achieving agreed targets and growth plans for online sales. They will support the Retail Managers to maximise the current volunteer resources to a stage where key “designated volunteers” can be trained and able to take responsibility for the running of the shops in the absence of paid members of staff.

**Location:** Northwich/Winsford office with travel between all shops.

**Hours:** Will be based on 36.25 hours per week. These will normally be worked over 5 days Monday to Saturday. Flexibility is required to ensure that regular shop and donation centre visits are made between standard opening hours Monday to Saturday. The role will require working over the Christmas period and potentially bank holidays hours.

**Salary:** Range from £28,000 - £30,000 depending on experience.

**Travel:** The nature of the job will require regular travel across Cheshire. A full driving licence and use of a car is a requirement of this role. Travelling expenses will be paid for travel incurred in the course of duty (paid at Inland Revenue dispensation rate – currently 45p per mile).

**Holiday Entitlement:** From the 1<sup>st</sup> January to 31<sup>st</sup> December the basic annual entitlement for full time employees is 25 days, plus an entitlement to Public Bank Holidays and a discretionary entitlement to 1 extra day awarded by the Trustees. Part time staff will have their entitlement pro-rated according to the number of hours they are contracted to work.

**Contract:** All new staff are subject to a six-month probationary period. One month's notice is required to terminate employment by either side i.e. the employee or Age UK Cheshire. During the probationary period, one week's notice is required by either side.

**Pension:** Age UK Cheshire has a stakeholder pension scheme in place for eligible employees.

**Health Care:** All staff will automatically join the Age UK Cheshire's Health Care Cash Plan and will be entitled to receive healthcare benefits.

**Criminal Disclosure:** Not applicable for this post.

Age UK Cheshire is a *Mindful Employer* and positive actions will be taken to ensure that people will not be excluded from working for Age UK Cheshire because of their age, race, ethnicity, faith, marital status, sexual orientation, gender, physical or mental health.

**Closing Date for applications:** No later than 5pm on Monday 24 January 2022

Registered Charity No. 1091608