

## Job description

**Post:** Area Manager

**Responsible to:** Head of Retail

### Description of Role

The Area Manager is responsible for the maximisation of sales and profit of Sense Shops within the designated Area.

They will do this by developing the area in terms of new shop units, operational systems and management practices.

### Specific Responsibilities

1. Sales

- 1.1 To ensure that each shop achieves its full sales potential
- 1.2 To ensure that shop staff and volunteers maintain a high level of customer service at all times
- 1.3 To ensure that merchandise is clearly priced, and of a consistent quality and condition that will achieve maximum sales
- 1.4 To ensure that all shops carry out all promotions, and specific sales initiatives to the maximum benefit of the shop

2. Profit

- 2.1 To keep all controllable shop and area expenditure within budget and/or agreed limits.
- 2.2 To play a leading part in the setting of realistic yearly area budgets



3. Stock

- 3.1 To ensure that the area has sufficient quantities of stock in order that shops within the area are able to retail at full capacity
- 3.2 To lead in the effective generation and control of stock within the area and at shop and cluster level
- 3.3 To lead in area and shop control of van collections
- 3.4 To ensure that all types of stock are displayed and merchandised to a high standard as part of the maximisation process
- 3.5 To play an active part in any area and/or company stock initiatives

4. Personnel & Training

- 4.1 To ensure that Shop Managers and staff are trained to a level that will enable them to perform their jobs effectively and to the full benefit of Sense
- 4.2 To arrange and manage regular meetings for the purpose of training, performance management and information exchange
- 4.3 To take an active lead in creating a positive area ethos and dynamic that will enhance staff satisfaction as well as performance.
- 4.4 To play an active role in area staff recruitment, retention and training
- 4.5 To ensure that a coherent management appraisal / review process is established and working

5. Administration / Management

- 5.1 To ensure that all shops within the area receive regular visits and management checks, by the Area Manager
- 5.2 To be fully conversant with all company paper work and systems that will enable you to carry out the role effectively
- 5.3 To be conversant with all linked policies, procedures and legislation that will enable you to carry out the role effectively
- 5.4 To be conversant with and maintain Sense computers and linked systems



6. Budgets

- 6.1 To submit required budget information for your area of shops
- 6.2 To be fully conversant with company budgets to a standard that will enable effective management of the area

7. Development / General

- 7.1 To play a leading part in new shop acquisition with your area, both in terms of the acquisition process and planning process through to opening
- 7.2 To ensure that shops project a positive and professional image on behalf of Sense
- 7.3 To attend company meetings as required and to hold regular area meetings to the benefit of area shops and staff
- 7.4 To line manage Shop Managers/Assistant Shop Managers and Shop Assistants to a level which will ensure performance success and both shop and personal development
- 7.5 To be prepared to stay overnight on company business
- 7.6 To maintain all Sense property to an acceptable standard, including company vehicle if supplied
- 7.7 To ensure the safeguarding of individuals in our care by adhering to our policies and procedures, acting on concerns raised, and reporting as required.
- 7.8 To ensure that staff are trained and competent in line with policies and procedures.
- 7.9 To fulfil mutually agreed duties for the benefit of Sense



## Person Specification

<b>Education and Training</b>	
<b>Essential Criteria</b>	<b>Desirable Criteria</b>
Good general level of education, at least to GCSE standard or equivalent	Retail management qualification
	Full UK Driving License
<b>Achievements and Experience</b>	
<b>Essential Criteria</b>	<b>Desirable Criteria</b>
Good commercial and/or charity retail experience	Proven line management experience
Experience of managing budgets and accounts	Experience of financial management
Experience of handling people management issues	
Experience of working and/or leading teams of staff and volunteers	Training, coaching and mentoring skills
<b>Skills &amp; Abilities</b>	
Good communication and presentation skills both written & oral	Understanding of Charity and Employment law
Computer literate	
Ability to motivate and influence others	Previous experience of distance multiple site management
Ability to prioritise workload, and meet tight deadlines	
Knowledge of health and safety	
Numeracy skills	
Retail Management experience	
Be willing and able to work longer than the contracted hours.	
Have the ability to be able and willing to travel to shops both within the Area and outside the Area when necessary	
This post will require flexibility including the ability to work unsociable hours including weekends and evenings	