

Role Profile



JOB DESCRIPTION

JOB TITLE: Retail Area Manager

DEPARTMENT Income & Innovation/Retail

REPORTS TO: Head of Retail

LOCATION: Remote

1. MAIN JOB PURPOSE:

Through exceptional people management skills, successfully facilitate the day to day running of Woodgreen's Retail Charity Shops (within a geographical region) by providing clear and concise support and direction to a team of Shop Managers, Assistant Shop Managers and Volunteers, with the purpose of achieving optimum profit through maximising sales and continuous performance improvement. And to ensure that all shops are compliant with Woodgreen policies, with a robust focus on safeguarding the charity retail environment.

2. MAIN DUTIES AND RESPONSIBILITIES:

Maximize Financial contribution from Retail Shops:

- Maximise sales and profits within a given area, working to ensure that shops are run according to guidelines, policy and procedures.
- Maintain the values and brand identity of Woodgreen in all the shops, ensuring working practices and initiatives are facilitated within guidelines.
- Drive donated sales, new goods sales, Gift aid and fundraising income whilst controlling variable costs. Monitor sales performance against a weekly budget, taking action as necessary to improve sales performance where shops are under-performing.
- Be aware of retail and competitor activity, providing feedback and suggestions to the Retail Management team as necessary.
- Role model excellent customer service, internally and externally, assisting shop staff/volunteers in the achievement of Key Performance Indicators through monitoring of customer interaction. Provide feedback, guidance and coaching as required.
- Lead, coach, and develop creative and entrepreneurial shop environments where shop teams seek to maximise income in new and innovative ways, both within the shop and through a variety of channels, such as ecommerce and community events

Manage Store Operations across the area

- Plan and conduct impactful shop visits, visiting all shops regularly, and taking ownership and responsibility for outstanding actions and challenges. Role model and encourage a positive team spirit within the area, encouraging independent working and collaboration.
- Analyse and maximise returns on retail space in each shop
- Report area financial performance on a monthly basis, and sharing with shops and other key stakeholders as required
- Manage the appropriate staffing levels and payroll hours for individual shops, in accordance with the salary budgets and set criteria.
- Ensure that shops are adequately stocked from all possible sources; monitoring the effectiveness of stock generation activities. Identifying new stock acquisition activities in the area, such as finding textile bank locations, supporting Shop Managers to promote Stock Donation opportunities.
- Ensure that the Woodgreen pricing guidelines are followed in all shops, with the objective of maximising the selling price of all stock items.
- Ensure compliance in area with Woodgreen's policies and procedures, particularly in relation to shop security and health & safety regulations, and the completion of general administration tasks to required deadlines.
- Maintain a good standard of housekeeping in all area shops, in line with Retail's Visual Merchandising and back-office standards, ensuring an environment that is pleasant and safe for customers, shop staff and volunteers.

People Management

- Working closely with the People Team to attract, recruit, and retain the right fit first time. Fully support, and engage new team members with onboarding and induction, with regular feedback that encourages growth and development so team members can successfully navigate through their role.
- Identify training needs and work closely with your people team to implementing appropriate development programmes for both staff and volunteers.
- Collaborate with Retail Volunteer Manager on innovative ways to attract and retain high numbers of volunteers to underpin the growth and sustainability of



woodgreen
Helping pets and their people

Role Profile

Woodgreen shops, whilst championing key volunteers to take on extra responsibilities that can support with running the shops.

- Through a coaching and mentoring stance, carry out regular feedback meetings (check-ins) with your direct reports that allows team members to be supported and championed in their roles. Empower your team, and be empowered to address sensitive issues, or unwanted behaviour swiftly, and seek guidance from the People Team to navigate more detailed or complicated ER matters.
- Have a good understanding of Woodgreen policies and procedures to ensure, where necessary, full compliance is taken, but where needed, you can use your judgement to support your team and the needs of the Charity.
- Develop a culture that fosters a collaborative team environment, and constructive feedback.
- Be a confident user of our People Systems such as HERO and Clear Review so as to maintain up to date records of interactions with your team, agreed actions and any objectives set. Be empowered to use these systems to pull reports and address any concerns based on Woodgreen policies.
- Be visible and approachable with your teams, answering queries quickly and effectively and adapting your approach to suit each individual.

1. Communication, collaboration and development

- Develop, manage and maintain good and consistent communications channels with the shop in the area and the Retail team in order to ensure smooth running of the operation and timely cascading of information
- Attending meetings and conferences, develop network relationships with sector colleagues to broaden professional knowledge, insight and awareness of market trends and best practice
- Ad-hoc project work and reports may be required from time to time
- Provide information, feedback and area knowledge to the Head of Retail to enable realistic budgets to be set for the area of operation.

Work with other departments collaboratively to optimise opportunities for Retail and support Woodgreen's aims and objectives

- Present a positive and professional image to all customers, staff and volunteers at all times, being an ambassador for Woodgreen

Role Profile



3. DIMENSIONS & LIMITS OF AUTHORITY:

- People – Directly manage Shop Managers (10 – 15 shops),
- Financial – authorised to £3K
- Sphere of activity – Retail Estate, external partners/suppliers, internal departments
- Other - represent the Charity actively promoting Woodgreen and the work that we do

4. KEY WORKING RELATIONSHIPS AND CONTACTS:

- Report to the Head of Retail
- Daily contact with Shop teams & Retail management team
- Work with other Woodgreen departments as necessary.
- Work with external suppliers and partners

Role Profile



PERSON SPECIFICATION FOR RETAIL AREA MANAGER

ATTRIBUTES	DESCRIPTION	ESSENTIAL / DESIRABLE	HOW MEASURED
Qualifications & Training	<p>GCSE level Maths and English or equivalent</p> <p>Full, clean UK driving licence</p>	<p>Essential</p> <p>Essential</p>	<p>Application form</p> <p>Application form</p>
Experience	<p>Experience of managing in a multi-site retail operation</p> <p>Experience of managing employees, including recruitment, engagement, retention, performance management and dealing with workplace issues</p> <p>Experience of setting and managing income and expenditure budgets • Understanding of profit and loss formats</p> <p>Demonstrable experience of effective decision-making</p> <p>Experience of overcoming challenges and obstacles, demonstrating a positive can-do attitude</p> <p>Ability to positively challenge negative attitudes and behaviours • Experience of working with volunteers would be advantageous</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>
Skills & Knowledge	<p>Excellent leadership, coaching, management, and development skills</p> <p>Ability to demonstrate resilience and manage converging priorities</p>	<p>Essential</p> <p>Essential</p>	<p>Interview</p> <p>Interview</p>



Role Profile

	<p>Ability to communicate effectively at all levels of the Organisation, with employees, volunteers, and members of the public – both written and verbally •</p> <p>Ability to develop and maintain positive working relationships with a variety of people - employees and volunteers</p> <p>Ability to influence others in a positive manner to gain support</p> <p>Ability to work on own initiative and as part of a team</p> <p>Excellent planning and organisational skills</p> <p>Strong commercial awareness and judgement</p> <p>Self-starter with a flexible, positive, and resilient attitude</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>
Abilities & Key Competencies	<p>Able to build rapport quickly and easily establish relationships with both internal and external customers</p> <p>Ability to communicate effectively, both verbally and in writing, adapting style to suit the audience in order to manage & motivate staff effectively and deal with customers</p> <p>Ability to work under supervision, as part of a team and independently</p> <p>Ability to organise time effectively, create work schedules, prioritise workload and meet deadlines</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>	<p>Application form</p> <p>Interview</p> <p>Interview</p> <p>Interview</p>
Disposition	<p>Positive outlook</p> <p>Good team player</p> <p>Demonstrates honesty and integrity</p>	<p>Essential</p>	<p>Interview</p>



Role Profile

	Ability to adapt to new challenges as they arise.	Essential	Interview
	Understanding of limits and when to escalate issues	Essential	Interview
	Ability to think on the go and time manage self appropriately in a busy environment	Essential	Interview
	Ability to work positively and collaboratively with other departments / shops	Essential	Interview
	Sympathetic to the aims and objectives of Woodgreen	Essential	Interview
Physical & Environmental	Ability and willingness to travel to other Charity locations including all shops	Essential	Interview
	Ability and willingness to do overtime as appropriate	Essential	Interview Interview
	Ability to be flexible with days and pattern of work.	Essential	Interview
	This role may involve the post holder working from home with limited need to attend meetings at the main office.	Essential	Interview
	When a lone worker the individual must follow all relevant control measures and safe systems of work at all time.	Essential	
	The role involves the post holder driving to attend different sites, the ability to drive a multi-passenger vehicle safely and appropriately in line with the Highway code	Essential	Full Driving licence

Woodgreen is committed to safeguarding children and adults at risk and protecting anyone that comes into contact with us from harm. We expect all employees and volunteers to share this commitment.