



### JOB DESCRIPTION

<b>Role Title: Area Manager</b>	<b>Rank: 4</b>
<b>Reports to: Senior Retail Manager (Sales)</b>	<b>Notice Period: 1 month</b>
<b>Direct Reports: Shop Managers, Assistant Shop Managers, Bank shop Managers</b>	
<b>DBS Check: Enhanced</b>	
<b>Team and Directorate: Income Generation – Retail</b>	
<b>Base: Home</b>	<b>Date: July 2023</b>
<p><b>Summary of the Role's Main Purpose:</b> To maximise the long term profit potential of shops within an area, by providing leadership and support to shop teams. Manage the success of shops within the area by directing all operational aspects driving sales and controlling costs. To assist the senior retail team in ensuring that all shops operate legally, effectively and efficiently.</p>	

### MAIN DUTIES AND RESPONSIBILITIES:

- Responsible for the management of the rotas of the shops within the area.
- Managing absence and leave patterns within the group of shops to ensure appropriate cover is available.
- Responsible for completion of timesheets within the area. To check for accuracy and submit to the Finance Department within appropriate timeframe.
- To act in an advisory and supportive capacity for shop managers within the area.
- Ensure communication across the area is effective and timely.
- Manage the success of shops within the area by directing all operational aspects, driving sales and controlling costs.
- Support Senior Retail Manager (Sales) with creating accurate shop budgets.
- Work collaboratively as a member of the senior retail team to identify opportunities to improve quality and customer experience.
- Work collaboratively with other teams to support the achievement of wider organisational aims and objectives.
- Maintain an up-to-date knowledge of charity retail trading trends and understanding of the market.
- Manage donation levels across area and support shop teams with volunteer recruitment and communication tools.
- Challenge, motivate, encourage and provide constructive guidance to shop teams relating to all areas of effective operations.
- Maximise profitability through effective control of costs within the area.
- Line management of shop staff within area, setting goals and expectations and ensuring they are achieved through regular 1-1's and performance reviews.
- Oversee the ongoing recruitment and development of shop volunteers and build a culture of volunteer empowerment.
- Responsible for implementing a system of volunteer reward and recognition and develop ways to connect them with the work of hospice.
- Lead the shop manager team to become a high performing team through area meetings, cross shop working and sharing best practice.
- Organise adequate induction for all staff to include training in HDH policies and procedures.
- Supporting the Senior Retail Manager (Sales) in recruitment process of new shop staff.
- Support shop managers when managing complaints and taking responsibilities when complaints are escalated.

- Manage own time and work load effectively to ensure appropriate levels of support and time are delivered to individual shops.
- Work with shop managers to maximise sales, gift aid signup and ensure excellent customer service is delivered at all times.
- Ensure that all shops are operating during agreed trading hours.
- Facilitate Shop Managers to maintain a high standards of presentation at all times and maximise best use of shop space.
- Develop and implement solutions to maximise income from shops who may not be achieving target.
- Promote a culture of sharing best practice among shops and other areas.
- Ensure that agreed procedures are standardised across all shops in the area eg cashing up, culling PDQ machine reports.
- Ensure systems of stock management, stock rotation and stock pricing are implemented in-line with policy and regularly reviewed to maintain a strong market proposition
- Act as a key holder and assume out of hours responsibility for the security of the shops, to cover the out of hours on call rota.
- Attend regular shop visits to monitor individual shop performance and take immediate remedial action where financial performance is not meeting agreed targets.
- Work alongside the fundraising team to promote and develop customer/donor engagement.
- An understanding of any shop issues including risk assessments, maintenance , mini refits where relevant.
- Ensure all HDH policies, procedures and guidelines are implemented and adhere to in shops, through regular reviews and maintain appropriate records.
- Ensure that all statutory regulations are met with regard to Health & Safety, trading standards and employment legislations and appropriate signage is displayed.
- Ensure that all shop staff complete incident and accident report as required and appropriate investigation takes place.
- An understanding of any shop issues including risk assessments, maintenance, mini refits where relevant
- Act as a catalyst for change to move the department towards more sustainable practices by helping manage and co-ordinate environmental compliance and implementing sustainable development.

**Key Technical Skills, Knowledge, Experience and Behaviours:**

Essential	Desirable
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| <ul style="list-style-type: none"> <li>• Educated to GCSE level, or equivalent, with Grade C or above in English and Maths</li> <li>• Proven management experience of working within a retail charity sector.</li> <li>• Knowledge and understanding of Health &amp; safety policies and procedures.</li> <li>• Experience of effectively managing and training staff and volunteers.</li> <li>• Experience of creating excellent customer service environments and experiences.</li> <li>• Proven experience of achieving results.</li> <li>• Significant operational management experience, including working within the boundaries of organisational policies procedures.</li> <li>• Ability to understand budgets and forecasts and maintain financial controls.</li> <li>• Excellent Organisational and time management and planning skills.</li> <li>• Ability to make decisions , problem solve and think innovatively</li> <li>• Excellent written and verbal communication skills at all levels with the ability to give written and verbal instructions effectively.</li> <li>• PC literate, including Microsoft office, able to analyse figures in excel and EPOS.</li> <li>• Able to deliver on deadlines, maintaining attention to detail and accuracy.</li> <li>• Understanding of cash handling procedures.</li> <li>• Ability to build effective working relationships within the diverse workforce.</li> <li>• Ability to work independently but with flexibility and as part of a remote team.</li> <li>• Team player with a positive outlook.</li> <li>• Confidence and resilience to work independently.</li> <li>• Ability to motivate and influence individuals and teams.</li> <li>• Able to access situations and defuse conflicts situations positively and tactfully.</li> <li>• Trustworthy and reliable</li> <li>• Efficient and hardworking</li> <li>• An understanding of, and commitment to, equality and diversity in the workplace.</li> <li>• Willingness and ability to travel to other HDH locations.</li> </ul> | <ul style="list-style-type: none"> <li>• Experience of working as an Area Manager.</li> <li>• Experience/Knowledge of creating budgets.</li> <li>• Experience in managing people issues such as sickness absence, disciplinary and grievance.</li> <li>• A valid driving licence and own transport.</li> </ul> |
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