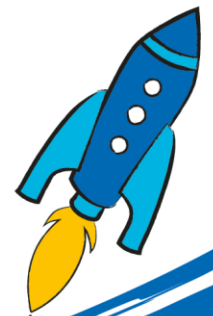


Retail Sales Manager

Candidate Briefing Pack



Dear Candidate

Thank you for your interest in becoming a Retail Sales Manager at The Children's Trust.

The Children's Trust is the UK's leading charity for children with brain injury. We are unique, with an international reputation for the work we undertake to improve the lives of the children and families with whom we work. We provide information and support to thousands of children with brain injury and their families annually, through education, care, therapy, and research. We provide expertise and experience in meeting the needs of children and young people with acquired brain injury, neuro-disabilities, and complex health needs.

As Retail Sales Manager, you will report to the Head of Retail. Your role will be to support the development and delivery of a retail strategy, as well as agreed income and expenditure budgets for the charity's retail operations.

The postholder will line manage the charity's Shop Managers, supporting them to achieve agreed income targets. The role will also be responsible for commercial development of the shops, researching, proposing, and then implementing new business initiatives as well as monitoring expenditure in line with budget expectations.

You will be a natural and enthusiastic leader, able to support a high performing team, taking corrective action as required.

This is a chance for an outstanding candidate to make a significant and lasting difference to the lives of thousands of children and families.

Kind regards



Julie Beames
HEAD OF RETAIL

The Charity

The Children's Trust is the UK's leading charity for children with brain injury and neurodisability.

The charity provides rehabilitation, medical care, special education, community services and expert information.

Our key services are:

- Rehabilitation for children with Acquired Brain Injury (ABI)
- A non-maintained special school, with associated residential houses for children with complex education, health, therapy, and care needs
- Support for children with ABI and their families in the communities across the UK, through our Brain Injury Community Services.
- Online information and support via our publications and braininjuryhub.co.uk

Our residential services based at our national specialist centre in Tadworth, Surrey, work in partnership with the NHS and local authorities to provide a step-down pathway of care between hospital and home. The centre is entirely child and family focused to ensure that their needs are appropriately supported.

In the community, we provide clinical support to complement local services and give children and young people with ABI the best chance of succeeding at home and in school.

We are the only paediatric centre with a national specialised commissioning contract (through NHS England) to provide brain injury rehabilitation for children with severe brain injury. Our other services are funded through local health commissioners (such as clinical commissioning groups), social care and education authorities, together with the millions raised through voluntary fundraising.

Thanks to the generosity of The Children's Trust's supporters, our 24-acre Tadworth site features a modern hydrotherapy pool, accommodation for parents, specially adapted equipment, a nature trail, and soft play areas.



We run a non-maintained special school for children with complex education, health, therapy, and care needs with associated residential houses. The Children's Trust School supports children and young people from 2 - 19 years old and is dual-registered with the Care Quality Commission (the school residential houses) and Ofsted Education.

The Children's Trust is a charitable organisation with approximately 750 committed staff and over 1,000 volunteers with a range of expertise across nursing and care, education, therapy, operations, and centralised support functions such as finance, HR, fundraising and communications. A number of these staff are based off site around the UK in our charity shops.

Job Description

Job Title	Retail Sales Manager
Reports to	Head of Retail
Direct reports	Shop Managers, BANK staff and Shop Volunteers
Level	Manager
Location	Retail fundraising - Shops (multi-sited)
Salary	£34,000 - £38,146 per annum dependent on experience.
Hours of Work	37.5hrs per week – includes weekend on call The role requires flexibility in terms of hours of work, including the ability to work early mornings, early evenings and potentially travel to meetings and/or events.
DBS	Enhanced with Children's Barred List

Job Purpose

Working with the Head of Retail, the Retail Sales Manager will be responsible for supporting the development and delivery of a retail strategy, as well as agreed income and expenditure budgets for the charity's retail operations.

The postholder will line manage the charity's Shop Managers, supporting them to achieve agreed income targets. Working with colleagues, this role will also be responsible for proposing and then implementing new business initiatives, such as pop-up opportunities, niche offers and promoting online sales within the team as well as monitoring expenditure in line with budget expectations.

Key Duties and Responsibilities

Income generation

- Maximise the performance and profitability of The Children's Trust Shops in line with agreed KPI and financial objectives.
- Support the Head of Retail in developing the future retail strategy in line with organisational priorities, commercial and economic factors.
- Lead the shops team to drive new business and e-commerce working with the Retail Operations Manager to deliver budgeted income.
- Maximise sales through proactive stock generation and planning, sales of new goods, optimum pricing and high levels of shop presentation and customer care.
- Initiate sales and marketing promotions where appropriate.
- Identify, test, and implement opportunities for niche sales offers.
- Lead the shops team to achieve Gift Aid sales conversion targets.

- Increase profile in local communities and promote The Children's Trust shops as community hubs, seeking opportunities to support income generation across the organisation.
- Support fundraising activity as an additional income stream within the shops.
- Undertake other or additional duties that are within your skills and abilities, as the organisation may reasonably require from time to time.

Team management

- Provide positive, visible, and proactive leadership to the shops team.
- Recruit, induct and retain a high performing team of Shop Managers and support them with their own line management responsibilities.
- Manage staffing rotas including placement of mobile/bank staff to minimise lost trading.
- Regularly review shops and individual's performance, creating development plans and taking corrective action where required.
- Plan and host Retail Sales Meetings to maintain engagement within the team and with the broader organisation.
- Work with Shop Managers and the People Team to support retail volunteer recruitment and development.

Standards and Compliance

- Ensure full compliance of the Children's Trust shops in line with all Health & Safety legislation, Fire safety, Trading Standards, Retail Gift Aid, GDPR, Risk Assessments, Safeguarding and all other legal or statutory requirements.
- Maintain agreed Standards including housekeeping, visual merchandising, and space management.
- Supporting and embracing change and development of new technology, for example EPOS functionality, internal Intranet and Digital marketing in the shops.

Management of self and others

- Manage direct line reports in accordance with the Promises and aims of The Children's Trust, giving clear, objective, and consistent feedback on performance against accountabilities.
- Provide excellent customer care through quality of service, dealing with complaints both efficiently and effectively, and having a good understanding of what The Children's Trust does.
- Adhere to the policies and procedures of The Children's Trust.
- Maintain professional boundaries and professionalism at all times.
- Undertake other or additional duties that are within your skills and abilities, as the organisation may reasonably require from time to time. Adhere to the policies, and procedures of The Children's Trust.
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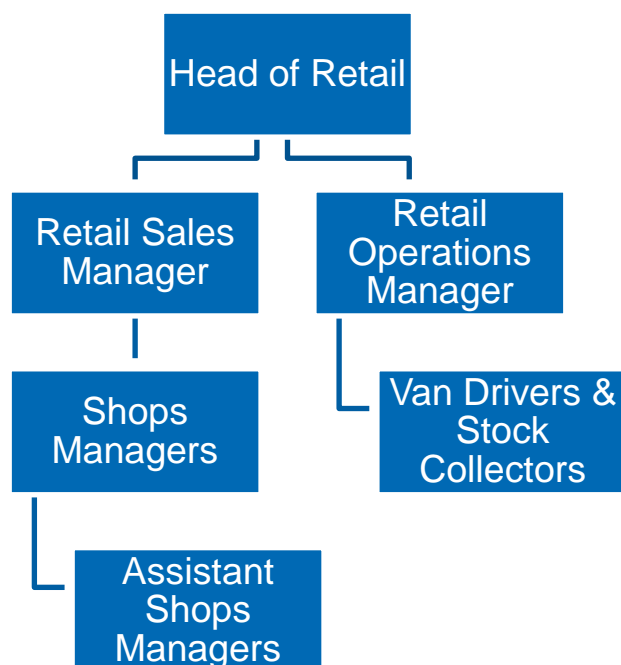
Health and Safety

- Adheres to all health and safety guidelines, including infection prevention and control.
- Provide evidence of a valid NHS Covid Pass or acceptable proof of Covid vaccination or medical exemption and all vaccinations (or medical exemption) required for the post.
- Adhere to manual handling procedures and complete mandatory manual handling training.
- Promotes the health and safety of others.
- Uses the incident reporting and risk assessment system (IRAR), to identify and report risks and incidents/actions if directed.
- Responsible for identifying and mitigating risk within the work environment.

Wellbeing and Emotional Resilience

- Maintains a positive approach and outlook when dealing with change and overcoming challenges and problems.
- Recognises own limitations, develops realistic goals, and uses support network resource when or if necessary.
- Treats challenges and problems as a learning experience.
- Remains organised and focused when under pressure.
- Responds appropriately and effectively to all constructive feedback.
- Motivates self and others.

Organisation and Structure



Person Specification

Selection Criteria:		Essential / Desirable
Education & Qualifications	<ul style="list-style-type: none"> Educated to GCSE grades A-C or Scottish Standard grades. Training to City and Guilds, basic level. (NVQ2) or equivalent experience in comparable role 	Essential
Experience	<ul style="list-style-type: none"> Experience of multi-site retail management, including recruitment and development of staff. Experience of budget setting and budget management. Experience of developing sales initiatives or new income streams. Objective setting and taking corrective actions. Experience of delivering high standards of customer service and complaints handling. Experience of store set up. Experience of working with volunteers. 	Essential Essential Essential Essential Desirable Desirable
Skills & Knowledge	<ul style="list-style-type: none"> Ability to work on own initiative and willingness to learn new systems. Outstanding organisational skills and time management to manage own workload and meet deadlines. Excellent communicator across all channels to cascade information and deliver key information in a timely manner. Ability to influence team performance through proactive team management. Management of Health and Safety in the workplace. Comprehensive understanding of budgeting principles, interpretation, and analysis of financial information. Cash handling and reconciliation. EPOS at Shop and Head Office levels. Ability to drive and have use of a car. 	Essential Essential Essential Essential Essential Essential Essential Desirable Essential
Personal Qualities	<ul style="list-style-type: none"> Commitment to the vision and Promises of The Children's Trust. Flexible and 'can do' attitude to competing commitments in workload. Highly motivated and reliable. Ability to cope working in a demanding environment Commitment to maintaining personal wellbeing and the wellbeing of colleagues. 	All Essential

Safeguarding

The Children's Trust is committed to safeguarding and promoting the welfare of children and we expect all staff to share this commitment.

Many roles at The Children's Trust are exempt from the provisions of Section 4 (2) of the Rehabilitation of Offenders Act 1974, by virtue of the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended) and as such, are subject to an Enhanced DBS check. Successful applicants will be required to complete an Enhanced Disclosure & Barring Service (DBS) check.

The exceptions to this are our retail roles within The Children's Trust shops, which are subject to Basic DBS checks.

The amendments to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended) provides that when applying for certain jobs and activities, certain convictions and cautions are considered 'protected'. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account.

Guidance about whether a conviction or caution should be disclosed can be found on the [Ministry of Justice website](#).

Equity, Diversity & Inclusion

At The Children's Trust we recognise how important it is to have leadership that reflects the children, young people, and families that we support. We also recognise that staff, comprised of a range of skills, backgrounds and experiences will help us to better understand the needs of those we support, and how we can best represent their interests.

We, therefore, particularly welcome applications from disabled people, individuals from diverse ethnic backgrounds and those from other under-represented groups.

The Children's Trust is committed to achieving equity, diversity, and inclusion (EDI) across all levels of the organisation. For further information, see: <https://www.thechildrenstrust.org.uk/about/statement-equity-diversity-Inclusion>

Our Promises

Our Promises capture our strengths and aspirations. They guide the way we act, interact, and come together to achieve our goals. The journey we took to reach our Promises has been an important one. A highly collaborative and iterative process that has seen each word shaped by our people – our volunteers, employees, partners, trustees, and suppliers. Perhaps most importantly, at the core of this process are our children, young people, and their families. This journey has given us a critical opportunity to give children and young people a voice. As a result, our Promises have been genuinely enriched by them. That's because how we work and carry out our role is as important as what we do, and that's why as part of The Children's Trust, we all need to live by our five Promises.

