



JOB DESCRIPTION

Job Title: Area Business Manager

Department: Retail

Reports to: Regional Manager Retail Operations

Line Manager Responsibilities:

Direct reports: a team of Branch Managers

Context:

The Retail section consists of more than 500 Barnardo's shops across the UK. These high-street stores are reliant on donations from the public and corporate supporters, and generate funds from the sale of these donated items. There are a wide range of shops, from traditional charity stores to book shops and furniture. The Trading division produces and sells a range of products, including cards and gifts.

Job Purpose:

Working within a nationally agreed framework to maximise the profitability of this Area through effective profit-centre management:

- Strong leadership that offers both support and challenge.
- Accountability for non-financial KPIs to include the formulation and implementation of.
- Accountability for financial KPIs, identifying and implementing ways to maximise income within the most cost effective working practices
- Area and Branch Business Plans; Health and Safety issues; Volunteer complement; legislative requirements and Barnardo's policy and procedures.
- Promoting a positive image of Barnardo's work through the Branches.
- Supporting colleagues, Retail National development and corporate initiatives.
- Taking responsibility for personal development through an agreed Personal Development Plan.

Key Responsibilities:

- Responsible for a team of Retail Branch Managers, together with their Branch staff and volunteers
- Income generation.

Major Responsibilities

Business Planning

- Within a Profit Centre framework, to maximise income from the branches in the area, tightly manage expenditure to achieve an agreed net budget and ensure that annually agreed financial and non-financial Key Performance Indicators (KPIs) are met
- Monitor and report on the performance of each shop in the area, using the Area Manager Visit Report (AMVR) and take any action necessary in order to share best practise and address poor performance
- Work closely with the Gifts in Kind (GiK) team and Barnardo's Trading (BT) team to maximise all income streams
- Recruit, induct, develop and performance manage all branch staff in the area
- Develop and execute an annual area business plan, feeding into the formulation of a nationally agreed business plan
- Keep up to date with developments in the local retail sector and use this information to help grow the business
- Maximise the opportunities to achieve the overall budget by appropriate redeployment of resources and refocusing of activities, including the acquisition, upgrade and disposal of properties in the area.

Line Management

- Direct line management of a team of Branch Managers, employing a coaching and mentoring style
- Exercise strong leadership and management overall retail staff and volunteers in the area in order to ensure a dynamic, responsive team
- Contribute to the learning and development programme of all staff in the area in order to ensure that they can carry out their duties in a competent manner and have the opportunity to maximise their potential.

Other

- The representation of Barnardo's retail operation, interfacing with internal (Children's Services, Property Management, HR etc.) and external audiences (e.g. Agencies, Local Authorities, Media etc.).

This Job Description and Person Specification reflect the duties of the post as they exist at this time and may be subject to changed based on the needs of the Department Programme. The post-holder may be required to undertake other duties commensurate with the salary and competence requirements of this post from time to time as required.

Pre-employment checks will be required for the role.



PERSON SPECIFICATION

All criteria are essential unless indicated as desirable (D).

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Please note: Applicants must demonstrate in their application form that they currently use the skills outlined below or have used them previously in employment, education, training, volunteering etc.

Education/Knowledge

- Strong communication and negotiation skills.
- Competent in use of Information Technology, to include Windows, Microsoft Office and PowerPoint presentations.

Experience

- Multi-site retail management experience or significant retail experience at senior store management level.
- Responsibility for the management and achievement of a significant budget, including revenue, cost and profit objectives, as well as Key Performance Indicators (KPIs).
- Experience in the recruitment and selection of retail staff.
- An understanding of the charity retail sector. (D)

Circumstances

- Work involves daily travel around the area, plus occasional overnight stays across the UK on a planned basis.
- Candidate should live within the area.
- Will need a flexible approach to working hours and days and will be required to work some weekends and occasionally attend evening events and meetings.
- Full driving licence.

Barnardo's Basis and Values, and Equality & Diversity Code of Conduct

Actively demonstrate Barnardo's Basis and Values and Equality & Diversity Code of Conduct in all areas of work:

- Respecting the unique worth of every person

- Encouraging people to fulfil their potential
- Working with hope
- Exercising responsible stewardship

Leadership and Management Behaviours

Act as a role model for the Barnardo's Leadership and Management behaviours:

- Driven to deliver
- Leading and engaging
- Strategic thinking

Competencies

Professionalism and Technical Knowledge - Professional and Business Initiative

- Able to implement high quality standards alongside innovative business practices.
- Astute financial skills: to see where costs need to be controlled and expenditure is required.
- Ability to evaluate data and different courses of action, make logical decisions, act and commit decisively in order to effectively deliver successful outcomes.

Professionalism and Technical Knowledge - Striving for Excellence

- Challenges and encourages staff to exceed own expectations by reviewing objectives, clarifying goals and setting an example of strong achievement.
- Able to identify opportunities for developing excellence through utilising their knowledge of their team's abilities and experience.
- Doesn't accept sub-standard practices or failure to meet goals.

Leadership and Teamwork - Team Leadership

- Strong management skills; can motivate a professional team, delegating to those best placed to take action, in a manner that inspires commitment, ownership and enthusiasm from others.
- Agrees acceptable performance levels, provides support, encourages and gives clear and constructive feedback to staff.
- Adaptable and motivating leadership style.
- Ability to achieve harmonious and productive working relationships with their team.
- Uses an open, consultative and participative approach to decision-making and builds strong team spirit by encouraging open communication.

Managing Self, Others, Resources - Planning and Organising

- Ensures the successful achievement of results through effective planning and management of resources.
- Plans and prioritises work well in advance in order to ensure that key deliverables are achieved.
- Reviews priorities regularly, demonstrating a flexible approach to accommodate changes to desired outcomes.

Managing Diversity - Developing others

- Encouraging staff to think through problems and devise solutions for themselves; doesn't impose rigid guidelines.
- Understands potential of individuals and sets challenging developmental goals through effective reviews and objective setting.

Completed by the Pay and Reward Team / People Team

	Name	Code
Grade	D34A	
Job Family	Retail and Trading	R
Job Sub-Family	Retail and Trading	RT
Organisational Level	Professional Level 2	P2