



Job Description

Title: Assistant Shop Manager
Directorate: Fundraising, Marketing & Communications
Responsible to: Shop Manager
Grade: 5.1

Blue Cross has over 50 retail shops across England and Wales split, into four geographical areas.

Our shops provide a vital income stream enabling us to support sick, injured, and homeless pets and care for more than 40,000 animals every year through our rehoming, veterinary and education programmes.

Main purpose of the job

To assist the Shop Manager to achieve and maximise shop sales and profit and to identify other income opportunities for the shop. To help manage and motivate a team of volunteers and to have full responsibility for the effective running of the shop in the absence of the Shop Manager.

Key responsibilities

Sales and profits

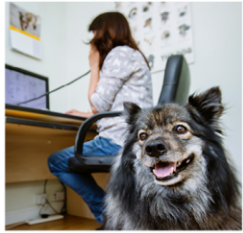
- Assist with achieving agreed sales targets and maximise profit through effective cost control
- Assist with achieving gift aid sales conversion targets through maximising new donor sign ups and repeat donations
- Ensure that goods in the shop are priced appropriately and to the optimum level to maximise profits from the sale of donated goods
- Assist with building relationships with the local community and other businesses to raise awareness of Blue Cross and to generate quality donated goods
- To work with the Shop Manager to look for and implement new development opportunities for the shop to increase income
- Assist in organising fundraising events

Administration

- Complete all relevant daily and weekly paperwork to the required standard and timescales
- Accurately input all data in the shop EPOS system
- Follow the agreed cash handling procedures
- Take receipt of new good deliveries
- Carry out stock takes of new goods when required
- Ensure that Data Protection legislation is adhered to including Gift Aid
- Follow all processes set out in Retail Operations Manual

Volunteer management

- Assist with recruiting and training volunteers
- Delegate tasks appropriately to the volunteers and provide support to ensure they are able to carry out their roles to the required standards
- Provide development opportunities to volunteers to maximise their potential and to help with the retention of volunteers
- Utilise the Volunteer management system 'Assemble' effectively



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- Ensure that adequate volunteer rotas are in place to provide support to the shop
- Effectively communicate any relevant information to the volunteers regarding Blue Cross and performance of the shop

Stock management and shop standards

- Ensure adequate generation of stock through local donations
- Ensure that effective systems are in place to achieve the agreed processing targets
- Ensure the shop density is kept full by ensuring that there is adequate stock available at all times
- Ensure adequate generation of stock through local donations
- Operate the agreed stock rotation system
- Maintain a high standard of shop presentation, merchandising and display, both in windows and in store
- Ensure that high standards of housekeeping are maintained in all areas of the shop

Customer service

- Ensure that you and the team provide the highest standards of customer service at all times
- Ensure that there is a welcoming and happy atmosphere in the shop
- Manage any customer complaints efficiently and effectively
- Be a strong ambassador for Blue Cross
- Keep up to date with the work of Blue Cross and actively promote what we do

Health & safety and security

- Ensure that all H&S requirements within the shop are adhered to
- Carry out fire checks and risk assessments as required
- Provide a safe environment for the shop team and members of the public
- Ensure effective and continued use of the Daily Operations Guide (DOG)
- Report any accidents and incidents promptly in accordance with the set procedures
- Ensure the safe and secure handling of money and security of the premises and stock at all times
- Be alert to safeguarding issues within the team, our volunteers and customers and understand your role in raising safeguarding concerns

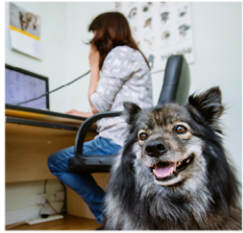
Working Pattern

Your normal working pattern will change each week, subject to the needs of the business and the levels of staff and volunteers available to work and will involve a significant element of weekend working. You may also need to work additional hours as required to provide cover for the Shop Manager

The person

With previous retail management experience, you will recognize the potential in people and, working closely with the Shop Manager, you will ensure that strong management is provided for the shop and your team.

You will have good organisational skills with the ability to plan and prioritise and the ability to work on your own initiative.



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Essential qualifications, skills, and experience

- Previous experience of working in a retail environment
- Good organisational skills with the ability to plan and prioritise.
- Good time management skills
- Excellent interpersonal skills and to be able to communicate effectively with a diverse team.
- Cash handling and reconciliation
- Supervisory experience
- Experience in a customer facing environment
- Computer literacy and administration skills
- The ability to demonstrate, understanding and apply our Blue Cross values.

Desirable qualifications, skills, and experience

- Managing volunteers
- Experience of fundraising

The duties outlined in this job description are not intended to be exhaustive and may be subject to periodic review and amendment to meet the needs of Blue Cross.

Our values

Our values define the way we do things. We use them every day to guide us, and to make sure we put people and pets at the heart of everything we do.

Compassionate: We listen, we are non-judgmental, we are kind and caring to the pets and people we encounter, and we offer support in difficult times

Courageous: We make brave decisions, embrace change, and encourage innovation, ensuring we always act with integrity – doing the right thing even when no one is looking

Inclusive: We value all our relationships and work in an open and positive culture where we celebrate our diverse talents and empower you to be you