

Head of Retail Recruitment Pack



woodgreen
Helping pets and their people

Welcome

Dear Candidate,

Position: Head of Retail

Thank you for your interest in this position.

To help you decide if this is the role for you and we are the right organisation for you, please have a read through this recruitment pack. We hope it will give you a flavour of who we are and what we do, along with our expectations of the successful candidate.

Woodgreen is proud to be the pet charity that makes a difference to the lives of pets and people across the UK. Our vision is for every pet to have a home where they are loved, well cared for and enjoy positive relationships with their owners. To achieve this, we not only provide care for pets in need, but also help people be the best pet owners they can be. You may have seen us in action on our TV show: The Dog House, which is shown on Channel 4.

We educate, advise and support pet owners so they can enjoy a mutually rewarding and happy relationship with their pets. And through our top-class facilities, welfare-friendly handling and years of experience we deliver the best quality care for every animal who needs us.

If after reading the enclosed information and our latest annual report, you are just as excited about what we do as we are and keen to progress forward, please do submit your CV and covering letter via the details provided under the 'how to apply' section of this document and we look forward to receiving your application.

Should you have any further questions about the post prior to applying please do not hesitate to contact the Talent Acquisition team at talentacquisition@woodgreen.org.uk.

Kind Regards,

Camilla Mitcham

Acquisition and Onboarding Specialist

How to apply

To apply for this position please submit your current CV along with a supporting statement to highlight why you are the right person for the position. The supporting statement should be no more than one page of A4.

Please ensure that your application fully addresses the criteria within the personal specification.

Finally, please ensure that you have included your mobile number and share with us any dates where you would not be available to attend an interview based on the information shared below.

Applications should be submitted via our careers page [here](#)

The closing date for applications is midnight on the 27th May 2024, but we will be considering applications throughout the period.



Our strategy

Our Vision

Our vision is for every pet to have a home where they are loved, well cared for and enjoy positive relationships with their owners.

Our Mission

We work to protect pets today and prevent suffering in the future so that pets can live a healthy and fulfilling life with their people. We provide information, advice and support to pet owners, work with and within communities to identify and help vulnerable pets and struggling pet owners, and we support the rehoming of pets in crisis where needed. Our mission is simple – to help pets and their people.



Who we exist to help

Our ultimate beneficiaries are pets themselves. Too many pets are vulnerable, suffering or in a state of crisis which we believe is avoidable.

For those pets that are homeless, without a person of their own, we fill this void and provide the love and care they need until we have found them a home.

For pet owners, we know that having a pet can be difficult, challenging and hard work. Many of the people we serve struggle with the unexpected costs of pet ownership, or they don't have easy access to the help they need. We provide expert advice and support, accessible services without judgement: just simple, honest, practical, and effective help when its needed.

Our strategic priorities

Equipping pet owners for excellence at home

- Supporting vulnerable pets and struggling pet owners in homes
- Stewarding pets into new homes

Our strategic goals and impact

By 2028 we will:

1. Provide information, advice and support services to at least 4 million pet households each year.
2. Grow our community outreach and engagement services to reach 100,000 households annually, creating a scalable model with national reach and potential.
3. Provide supportive and assisted rehoming for 10,000 pets in crisis per year.
4. Create and embed a pet welfare and wellbeing framework across the all the work we do, enabling us to be demonstrably impact-led in our strategy and delivery.
5. Develop and share a new model for pet welfare charities, supporting at least 100 partner organisations to holistically support pets and their people.

Job description

1. MAIN JOB PURPOSE:

Develop and implement a customer-focused retail and trading strategy that maximises net contribution to Woodgreen and supports the wider organisational objectives.

Provide strategic and operational leadership that will strengthen the current estate and drive profitability alongside supporting the charity's fundraising, customer engagement, pet and pet owner services and volunteering offerings.

Role model a collaborative and supportive workplace culture, and together establish a framework of best practices to effectively guide and manage retail operations and behaviours, thereby empowering both individuals and teams.

Ensure the retail chain represents Woodgreen brand in a way that is first-class, providing a quality shopping and/or donor experience with outstanding customer service.

2. MAIN DUTIES AND RESPONSIBILITIES:

Strategy:

Develop and implement a customer focused retail and trading strategy that maximises net contribution to Woodgreen.

Ensure that the retail and trading strategy supports the Income and Engagement's strategy's goals of maximising sustainable net income and long-term value for the charity.

Ensure the retail and trading strategy supports the charity's corporate strategy by enabling effective high street engagement and the promotion of pet services and other core work.

Driving Growth:

Achieve specified sales and profit expectations, at Shop, District and National levels, through the effective management of Area Retail Managers and other resources driving like for like growth.

Strengthen the existing estate through investing time and resources to build strong foundations and long-term sustainability so that the business is fit for purpose and has longevity.

Enable transformative growth through cultivating local connections and encouraging creativity and innovation from the shop teams, developing a diverse portfolio best positioned to drive income and manage risk.

Drive expansion of the retail estate, developing and following a clear strategy for a diverse portfolio best positioned to drive income and manage risk.

Ensure that property leads are generated and responded to achieve and sustain the required number of shops. Liaising with the Director of Income & Engagement and monitoring the assessment of site suitability, discussing, and agreeing shop budgets

Team Building & Management:

Contribute to the management and strategic direction of Income & Engagement through the I&E Management Team and participate in organisation-wide projects as required.

Work with The People, and Volunteering team/s to ensuring that retail and trading staff and volunteers are appropriately recruited, trained, and developed to maximise net contribution and support the charity's wider income generation and engagement objectives in line with organisational performance management policies and procedures around objective setting, appraisals, and reviews.

Lead the team to enable management of statutory duties regarding data protection, health and safety training, business continuity planning, safeguarding and risk assessments for the retail and trading team.

Budgetary and Financial:

Set, monitor and review with retail managers target net contribution and performance measures for retail and trading activities, taking corrective action where necessary.

Effectively manage business as usual alongside growth budgets for financial transformation to ensure optimum net contribution and to input into budget setting and other financial planning activities as required.

Operational:

Ensure that systems exist for the procurement of stock to optimise stock levels and ensure that full sales potential is achieved in all shops and areas. This may include buying in new goods where applicable to enhance profits.

Develop and constantly review an operational retail framework to maintain the highest standards, ensuring consistency of principles in merchandising, rotation, display, selection, pricing, space allocation, presentation, promotions, dependant on retail proposition.

Monitor and review cash and security controls, with oversight to ensure that appropriate checks are actioned, and that any out of threshold discrepancies are appropriately investigated and reported.

3. DIMENSIONS & LIMITS OF AUTHORITY:

Direct line management of the retail management team (5 FTE) and indirect management of the retail department (40-50 FTE and several hundred volunteers)

Budget responsibility for income of £3-6m and expenditure of £2.5-3m

Responsible for the retail estate of 27 shops, concentrated in the East of England, west to Oxfordshire and south towards London.

4. KEY WORKING RELATIONSHIPS AND CONTACTS:

Leadership team (Heads of Departments across the organisation), Executive team (Directors) and senior managers on organisational and I&E strategy, operational delivery, and performance.

Leadership team cross the organisation to support delivery of I&E activities and the retail strategy, including Pet Services and Marketing and Digital Engagement in particular.

Extensive work with internal teams (Facilities, H&S), as well as third parties and agencies operating on Woodgreen's behalf.

Person specification

ATTRIBUTES	DESCRIPTION	ESSENTIAL / DESIRABLE	HOW MEASURED
Qualifications & Training	<ul style="list-style-type: none"> Academic record to a minimum of A Levels or equivalent, or substantial experience in a management role for a large and distributed organisation. 	Essential	CV/Interview
	<ul style="list-style-type: none"> Further education in business administration or related subject. 	Essential	CV/Interview
Experience	<ul style="list-style-type: none"> Extensive experience of like for like growth and optimising net contribution, either in the charity or commercial sector 	Essential	CV/Interview
	<ul style="list-style-type: none"> Understanding of charity retail, how it works, challenges and opportunities. 	Essential	CV/Interview
	<ul style="list-style-type: none"> Understanding and experience of volunteering. 	Essential	CV/Interview
	<ul style="list-style-type: none"> Substantial experience in driving retail sales income and net profit whilst controlling costs. 	Essential	CV/Interview
	<ul style="list-style-type: none"> Substantial experience of successfully managing HR issues 	Essential	CV/Interview
	<ul style="list-style-type: none"> Extensive experience of change management, particularly in terms of culture, ways of working and distance management. 	Essential	CV/Interview
Skills & Knowledge	<ul style="list-style-type: none"> Advanced commercial and creative merchandising skills. 	Essential	CV/Interview
	<ul style="list-style-type: none"> Highly developed oral/written communication skills used professionally and persuasively 	Essential	CV/Interview
	<ul style="list-style-type: none"> Highly developed analytical and financial management skills 	Essential	CV/Interview
	<ul style="list-style-type: none"> Developed understanding of risk management and the specific reputational/financial risk management issues related to retail. 	Essential	CV/Interview

	<ul style="list-style-type: none"> Highly developed negotiation skills, with clear commercial acumen to deal with third parties and suppliers. Highly developed interpersonal and networking skills Understanding of systems or processes for tracking and monitoring progress of projects 	Essential	CV/Interview
		Essential	CV/Interview
		Essential	CV/Interview
Abilities & Key Competencies	<ul style="list-style-type: none"> Proven ability to develop a clear commercial and operating strategy and to be able to translate that vision into effective activity and work plans. Ability to work effectively unsupervised. Strong management, coaching, leadership, and motivational skills. Ability to cope with competing and changing demands, organising, and prioritising accordingly. Ability to create a collaborative and empowering culture of excellence and deliver exceptional customer care 	Essential	CV/Interview
		Essential	CV/Interview
		Essential	CV/Interview
		Essential	CV/Interview
Disposition	<ul style="list-style-type: none"> Proactive and entrepreneurial. People orientated and calm under pressure. Instinctively collaborative in nature, able to work across multiple departments. 	Essential	CV/Interview
		Essential	CV/Interview
		Essential	CV/Interview
Physical & Environmental	<p>Able to travel significantly and a flexibility around working hours to attend necessary work events and activities.</p> <p>This role may involve the post holder driving for more than 3 hours in one day.</p>	Essential	CV/Interview

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.

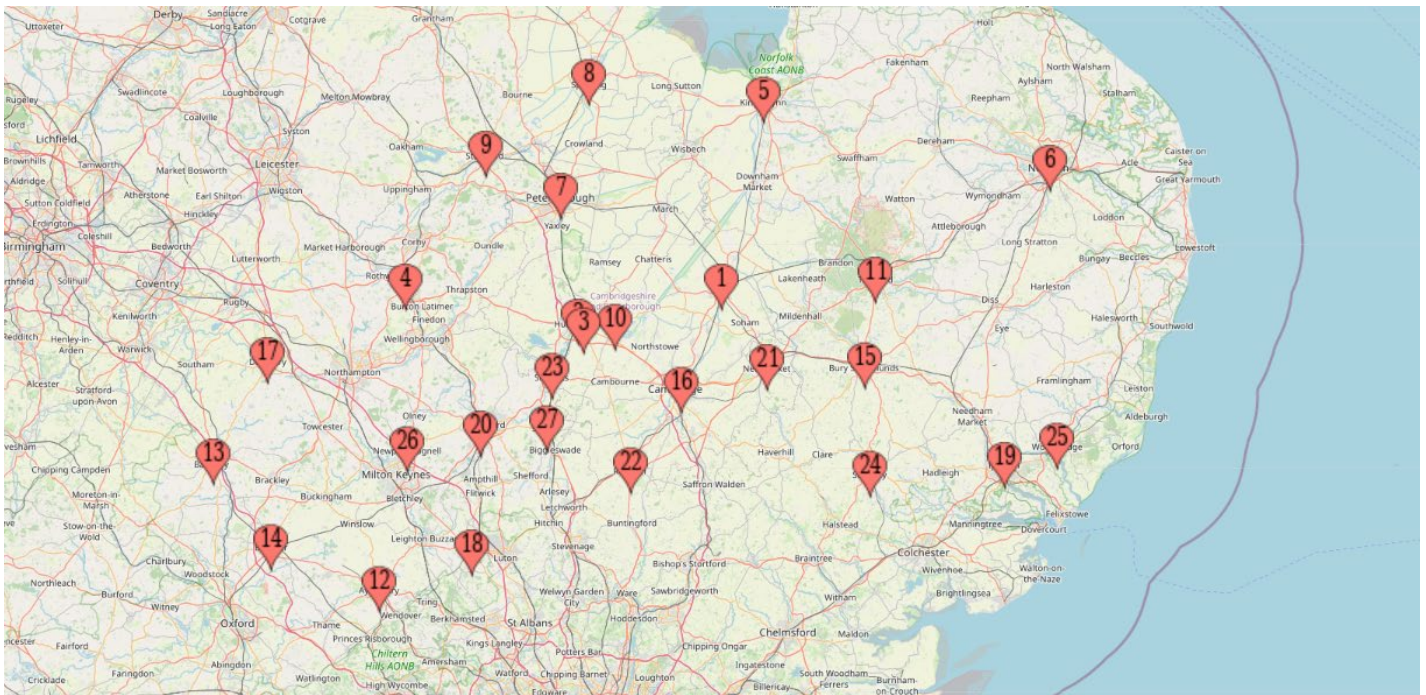
Reward package

- Up to £65,000 dependent on experience
- 30 days annual leave entitlement (excluding bank holidays) rising to 32 days after 3 years' service
- Pension - employer contributions match employee contributions up to 8%
- Group life insurance (4 x basic salary)
- Healthshield cash plan
- Generous car allowance

Location

Our main site is situated in Godmanchester near Huntingdon and the full address is King's Bush Farm, London Road, Godmanchester, Huntingdon, Cambridgeshire PE29 2NH.

You will be expected to travel to around our estate of 27 shops which are located in the East of England, west to Oxfordshire and South to London.



Our values

WE ARE **One Team**

We all make the difference - diversity makes us strong. It's when we join forces to share our ideas, skills, knowledge and experience that we encourage each other in pursuit of our vision. We break down barriers - together, as an organisation and with our communities, we are one.

WE ARE **Caring & Compassionate**

Our work is often hard, dealing with difficult situations and decisions. By caring for one another and showing compassion, we support each other to get through the hard times and celebrate the good. Listening, respecting and trusting one another, we are honest and act with positive intent while working towards our goals.

WE ARE **Agile & Adaptable**

In an ever-changing world, we are quick to adapt and embrace new ways of working but we never lose sight of the needs of pets or their owners and the difference we can make. Faced with new challenges, we react swiftly, develop new solutions and focus on the path ahead. Continuously learning and striving for success, our future is in our hands.

WE ARE **Innovative & Ambitious**

We are an ambitious charity aiming to be the best and always encouraging innovative and progressive thinking. We empower and enable one another to achieve and grow, trusting and supporting our colleagues to drive forward. Not afraid to challenge ourselves or each other, we are individually committed and accountable for our shared ambition.



Woodgreen, King's Bush Farm, London Road,
Godmanchester, Cambridgeshire PE29 2NH

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