



JOB DESCRIPTION

Role Title: Regional Manager	Rank: 3
Reports to: Head of Retail	Notice Period: 1 month
DBS Check: Enhanced child and adult	
Team and Directorate: Retail & Trading	
Base: Hybrid with regular travel	Date: June 2026
<p>Summary of the Role's Main Purpose: To lead and maximise the long-term profit potential of a regional network of shops by providing strategic leadership, commercial direction and operational support to shop teams and managers. The Regional Manager is responsible for driving sales, controlling costs, improving customer experience, and ensuring all shops within the region operate legally, effectively and efficiently while contributing to the wider organisational strategy.</p>	

MAIN DUTIES AND RESPONSIBILITIES:

- Provide leadership and direction across a regional network of shops, ensuring consistent delivery of commercial, operational and people objectives.
- Lead, support and develop Shop Managers to drive strong shop performance, high standards and an excellent customer and donor experience.
- Drive sales and profitability across the region by monitoring performance, identifying trends and implementing improvement plans where required.
- Ensure effective regional communication so that priorities, initiatives and operational updates are clearly understood and implemented across all shops.
- Support the senior retail team in developing and delivering business plans, budgets and regional objectives.
- Work collaboratively with colleagues across retail and other departments to contribute to wider organisational goals and shared initiatives.
- Maintain up-to-date knowledge of charity retail trends, competitor activity and customer behaviour to inform regional decision-making.
- Oversee workforce planning across the region, ensuring appropriate staffing levels, rota effectiveness and operational resilience.
- Challenge, coach and motivate Shop Managers and their teams to achieve high standards of performance, compliance and customer service.
- Lead on performance management across the region, setting clear expectations and ensuring robust follow-up through regular reviews and one-to-ones.
- Support recruitment, induction and development of shop staff and volunteers, building capability and succession across the regional network.
- Promote a positive and inclusive culture that empowers staff and volunteers and encourages collaboration and accountability.
- Lead area or regional meetings, encourage cross-shop working and share best practice to improve consistency and results.
- Provide support on complex people matters, complaints and escalated operational issues, working in line with organisational policy.
- Plan and manage time effectively to ensure visible and impactful support across the regional network of shops.

- Work with Shop Managers to maximise sales, donation income, Gift Aid performance and customer service standards.
- Monitor shop trading performance and ensure all shops operate within agreed trading hours, procedures and performance expectations.
- Ensure high standards of visual presentation, housekeeping and effective use of shop space across the region.
- Develop and implement action plans for underperforming shops, using data and commercial insight to improve results.
- Promote consistency in operational practice across the region, including cash handling, stock control, pricing, compliance and reporting.
- Undertake regular shop visits to review standards, performance and risks, and take prompt corrective action where needed.
- Support new shop openings, relocations, refits and closures as required, ensuring effective project coordination and operational readiness.
- Take responsibility for key-holder or out-of-hours support arrangements where required within the regional management structure.
- Ensure all organisational policies, procedures and guidelines are implemented consistently across the regional network and appropriate records are maintained.
- Ensure all shops meet statutory and regulatory requirements, including Health & Safety, employment legislation and trading standards.
- Oversee property, maintenance and risk issues across the region, ensuring appropriate escalation and follow-up.
- Contribute to regional and organisational projects, continuous improvement initiatives and strategic developments within retail.

Key Technical Skills, Knowledge, Experience and Behaviours:

Essential	Desirable
<ul style="list-style-type: none"> • Experience of working in a Regional Manager or multi-site leadership role. • Experience of setting and managing regional budgets and business plans. • Experience of leading on new shop openings, acquisitions, relocations or refits. • Experience of managing complex people matters such as sickness absence, disciplinary and grievance cases. • Understanding of local marketing, community engagement and opportunities to grow shop income through regional initiatives. • Full UK driving licence 	