

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Retail Operations Manager</b>
<b>Department:</b>	<b>Income Generation and Marketing</b>
<b>Responsible to:</b>	<b>Head of Income Generation and Marketing</b>
<b>Hours:</b>	<b>22.5 hrs per week (will include some Saturdays)</b>
<b>Location:</b>	<b>Willow Burn Hospice, Lanchester, County Durham</b> <b>Post will require travel across our shops (currently Stanley, Consett and Chester-le-Street)</b>
<b>Contract:</b>	<b>Permanent</b>

### **Key Working Relationships**

<b>Internal:</b>	All members of staff and volunteers, Operations Director, Senior Leadership Team and Trustees.
<b>External:</b>	Commercial, statutory and voluntary organisations, Willow Burn supporters and members of the public.

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### **Job Purpose**

Overall responsibility for the effective operation of all of Willow Burn Hospice's (WBH) shops: this includes responding to operational needs of the shops, effective leadership of the Shop Managers, optimising sales, maintaining effective stock management and merchandising, and ensuring that quality, health and safety and housekeeping are monitored and developed using audits.

To promote the ideals of Willow Burn Hospice (WBH) and be a positive ambassador.

Ensure all shop opening hours are covered and co-ordinating shop cover when the Managers and Deputy Managers are unable to organise cover for each other or volunteers.

Contribute to the income generation targets of WBH to achieve maximum profit and sales targets through retail outlets.

Manage and work with the E-Commerce Co-ordinator on the sale of items on digital selling platforms, ensuring the best price available and complying with legislation.

Work with the Head of Fundraising and Marketing on the development of retail portfolio including shops and merchandise.

Ensure WBH's policies and procedures are adhered to at all times

### **Why work with us**

Willow Burn Hospice is an inspiring, friendly and rewarding place to work and from your first day with us you will be truly making a difference in Derwentside. Other benefits of working at Willow Burn Hospice include:

- Competitive holiday entitlement
- 20% off in The Willows Café
- 10% in the Willow Burn Hospice Charity Shops
- 24/7 access to an employee assistance programme
- Training opportunities

### **Disability Confident Committed**

**As a Disability Confident Committed Employer we have committed to:**

- ensure our recruitment process is inclusive and accessible
- communicating and promoting vacancies
- offering an interview to disabled people who meet the minimum criteria for the job
- anticipating and providing reasonable adjustments as required
- supporting any existing employee who acquires a disability or long term health condition, enabling them to stay in work
- at least one activity that will make a difference for disabled people

### **Equality, Diversity and Inclusivity**

Willow Burn Hospice is an employer which is truly committed to creating a welcoming, inclusive workplace where all our people are able to bring their whole selves to work and are able to perform to their potential. We understand the importance of diversity and inclusion and strive for a workplace that reflects the communities which we serve. We especially welcome applications from underrepresented groups including Black, Asian and Minority Ethnic candidates, candidates with a disability and candidates with gender-diverse identities. Appointments will be made on merit on the basis of fair and open competition.

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## **2. Key Tasks / Duties and Responsibilities**

### **Optimising Sales**

- In conjunction with Shop Managers initiate marketing campaigns and sales promotions to increase sales and donations. Liaise with the Marketing Team on effective collateral and digital communications.
- Ensure all WBH Shop Managers compete effectively with local competitors.
- Work with the E-commerce Co-Ordinator to develop and monitor processes for Shop Managers to identify items of specific value, items for resale, items for recycling and disposal in all WBH shops.
- Support all Shop Managers with recruitment and development of volunteers to ensure there is a sustained high standard of customer care.
- With the assistance of the Shop Managers and marketing team to promote the shops in the local community.
- Work with the Shop Managers to promote gift aid.
- Work with the Head of Fundraising and Marketing on branded merchandise.

### **Maintaining Effective Stock Management & Merchandising**

- In conjunction with Shop Managers, control pricing of items for sale ensuring the highest possible resale value of donated stock.
- Work closely with Shop Managers to ensure suitable display, merchandising and window dressing standards.
- Ensure Shop Managers control stock density and rotation.
- Put processes in place to ensure Shop Managers identify and arrange stock items to be sold through the most appropriate medium i.e. auction, eBay, social media or website.

### **Staff Management & Training**

- Lead and develop the Shop Managers to ensure satisfactory performance and encourage effective communication, helping to foster a positive team spirit through regular meetings, 121s and appraisals.
- Where operational needs demand, the post holder should also be flexible to provide cover at short notice.  
Recruit, induct and train staff, documenting actions as appropriate.
- Carry out disciplinary processes where necessary.

### **Volunteer Management & Training**

- Lead and support Shop Managers to develop the staff/volunteer teams in the shop, encouraging effective communication, setting objectives, initiating work plans and helping to foster a positive team spirit through regular team meetings.
- Take day to day responsibility for managing and delegating to Shop Managers the management of their volunteers so they give a satisfactory performance.
- Provide adequate support for Shop Managers to ensure they can closely supervise any volunteers.
- Support Shop Managers to recruit, induct and train volunteers, documenting actions as appropriate

### **Administration**

- Work closely with Shop Managers to apply Trading Standards Regulations in the shops and ensure staff and volunteers are aware of these.
- Ensure Shop Managers apply WBH financial procedures.
- Collate weekly shop rotas to ensure the shops are adequately staffed and take action when this isn't the case.
- Complete financial reporting as required.
- Complete gift aid paperwork and to ensure compliance across all retail outlets.
- Prepare sales and quality reports for monthly management meetings
- Use technology as required
- Complete Gift Aid Claims are carried out quarterly.

### **Premises Management**

- Ensure shops housekeeping is to WBH standard by carrying out regular audits
- In conjunction with Shop Managers hold responsibility for shop interiors.
- In conjunction with Shop Managers, ensure all shop equipment is kept in good working order.
- Work with the Shop Managers and Estates Office to co-ordinate necessary repairs and maintenance.
- Follow and comply with risk assessments

### **Security**

- Act as a key holder and delegate key holding to other staff/volunteers within procedural guidelines.
- Alongside Shop Managers ensure the security of shop takings.

- Provide best circumstances for the personal security of volunteers.
- Ensure that security procedures are understood and implemented by all managers and volunteers.

#### **Risk Management including Health & Safety**

- Adhere to WBH's Health and Safety policy as set out in WBH's Health and Safety policy statement.
- Attend all training WBH deems mandatory.
- Adhere to the responsibilities for line managers as set out in the relevant WBH policies related to the management of risk.
- Monitor and maintain a safe working environment and safe working practices at all times and report any unsafe conditions or potential hazards.
- Ensure staff and volunteers attend Health and Safety related training and update training as required.
- Ensure that good manual handling practices are followed and volunteers are adequately trained

#### **Working Relationships and Team Working**

- Establish effective working relationships with colleagues and work within the overall Income Generation and Marketing Team requirements, thus contributing to the successful operation of the Hospice.
- Attend meetings as required.
- Manage ad hoc projects as required.
- Develop strong working relationships with all Shop Managers, staff and volunteers to ensure the smooth operational running of WBH.
- Contribute to the maintenance of WBHs credibility and reputation in the area.
- Work as a positive team member at all times and in accordance with WBH's Respect at Work Policy and Procedure.
- Responsible for new store openings, adding value and expertise on an as required basis

#### **Conduct**

- Behave in a professional manner at all times, reflecting and maintaining the values and ethos of the organisation and thereby generating a positive image of WBH.
- Adhere to all WBH's policies and procedures to ensure that these are maintained at all times.

#### **Other**

- Undertake any other duties as appropriate within the postholder's competence and general level of responsibility of the post, as required by the Senior Management Team.

The job description reflects the immediate requirements and objectives of the post. It is not an exhaustive list of the duties but gives a general indication of the level of work undertaking, which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

## **PERSON SPECIFICATION**

**Job Title: Retail Operations Manager**

CRITERIA	ESSENTIAL	DESIRABLE
QUALIFICATIONS TRAINING & EDUCATION	Basic secondary education but no formal qualifications	Grades A-C Maths Grades A-C English
EXPERIENCE	3 year's relevant retail experience Volunteer management	Working in 3 <sup>rd</sup> sector 3 year's relevant charity retail management experience
SKILLS, APTITUDES & ABILITIES	Excellent customer service skills Managing People skills Retail management skills Proven sales and income generation background Experience of working to and exceeding targets Good verbal and written communication skills Strong organisational skills Working with the public & volunteers IT skills to include Microsoft office software. Proven financial management skills Analysis and effective response to sales data and income data	Handling Customer Complaints  Knowledge of sorting stock  Conflict management experience  Knowledge of Charity sector,
KNOWLEDGE	High volume retailing	Knowledge of Trading standards  Gift Aid  eBay –experience of using and selling on eBay
PERSONAL QUALITIES AND ATTRIBUTES	Able to develop good working relationships and communicate effectively. Able to lead and work as a member of a team. Self -motivated. Resilient.	Knowledge of WBH's values and environment
OTHER	Flexible and willing to adapt working pattern and location depending on operational demands Full, current driving licence and access to a car	