

JOB DESCRIPTION

STORE MANAGER

RETAIL

Job Title: Store Manager

Responsible To: Retail Area Manager

Responsible For: Assistant Manager and store colleagues

JOB CONTEXT

Across England and Wales, we operate as a federation with 116 local YMCAs that work to support young people in their communities. YMCAs share a common goal to create supportive, inclusive and energising communities where young people can truly belong, contribute and thrive.

We operate in almost 740 different communities across England and Wales impacting upon the lives of more than 630,000 people every year. The work we do every day to support young people is made to happen by nearly 7,000 members of staff and more than 5,100 volunteers.

The vision and strategy for retail includes sourcing and opening profitable and viable leased and temporary shops, which will ensure that the retail division becomes an effective, efficient and successful high street brand, which generates sustainable net contribution to support and contribute to the charitable activities of the YMCA England and Wales and the local YMCA's.

Following a review in 2015/16, a refreshed vision and strategy for the retail operation has been developed, with a focus on profitability, consolidation, investment in staff and volunteers and developing and implementing a standardised representation of the brand.

JOB PURPOSE

To effectively manage and develop a YMCA Store in accordance with YMCA Store procedures to maximise store sales and profits.

To be an ambassador for YMCAE&W, demonstrating the values of the organisation, engaging the local community, and building a mutually beneficial relationship with any local YMCA /s.

MAIN RESPONSIBILITIES

Sales and Profit

- ▶ To achieve / exceed all income and operational targets, using all resources and time available to maximum profit.
- ▶ To actively promote Gift Aid in order to maximise contributions from donations, complying with all gift aid processes and procedures and use of the Gift Aid application.
- ▶ To plan and implement internal and external sales promotions including the use of social media to increase sales and raise the profile of the store in the local area.
- ▶ To maximise profit from new goods through effective stock control, visual merchandising and sales opportunities.

- ▶ To deliver an outstanding customer and donor experience that encourages customer loyalty and achieves repeat donations.
- ▶ To maintain good awareness of local competitors, including goods for sale, pricing and promotional activity.
- ▶ To review all sales and profit reports, taking appropriate action to maximise income.

Stock

- ▶ To proactively generate donated stock through promotional asks and by actively building relationship with customers, businesses and the local community.
- ▶ To maintain good communications with the Store and Area Manager regarding high and low stock levels.
- ▶ To manage in conjunction with the Store and Area Manager, a delivery and collection service ensuring all administration procedures are followed.
- ▶ To ensure there is an efficient stock processing system that delivers optimum store density to maximise sales and maintains minimal waste levels.
- ▶ To manage the pricing of goods to achieve a high sell through rate, whilst maximising income from donated goods.
- ▶ To ensure agreed store density level targets are achieved and maintained, and the implementation of agreed stock rotation timescales.
- ▶ To utilise sales reports and information to manage, merchandise and display goods in the store floor space to maximum sales potential.

Premises and Property

- ▶ To ensure the store is open during designated trading hours.
- ▶ To provide a safe and healthy environment for customers, staff, volunteers and others visiting the premises, following all health and safety procedures.
- ▶ To report all maintenance issues through the correct channels in a timely fashion.
- ▶ To ensure that all team members are aware of and operate within YMCAE&W safety policies and procedures and safe working practices.
- ▶ To achieve and maintain high standards of housekeeping and cleanliness in the back of house and store floor areas.
- ▶ To plan staffing and volunteering rotas to ensure that the store trading hours are achieved.

People and Communication

- ▶ To maintain regular communication with the Retail Area Manager, implementing all instructions to the timescales provided.
- ▶ To provide training, development and performance management of any store assistants within YMCAE&W policies and procedures.
- ▶ To actively attract, recruit, train and retain a diverse volunteer team, planning volunteer activity to meet support the needs of the business.

- ▶ To assess the skills and potential of the volunteer team, allocate tasks accordingly and ensure all volunteers receive adequate induction training that includes health and safety, safeguarding and appropriate policies and procedures.
- ▶ To follow YMCAE&W safeguarding policy and procedure, training and managing the team to effectively deal with any safeguarding concerns or situations.

Finance, Administration and IT

- ▶ To ensure that all cash and security controls and procedures are adhered to.
- ▶ To carry out all required administration tasks and instructions to the required timescales.
- ▶ To maximise the use of all IT including store tablet.

General

- ▶ To comply with and implement, as appropriate, policies or instructions issued by YMCA England & Wales, and within the timescales set.
- ▶ To attend training and management meetings as requested.
- ▶ To carry out any additional tasks as reasonably required within the post holder's skills and competence.
- ▶ To operate within the guidelines and policies of YMCA Stores as defined in the Operations Manual.

SCOPE AND LIMITS OF AUTHORITY

Operates a YMCA store in order to achieve specific sales and profit targets. The store is a direct interface with the public and requires high professional standards.

PERSON SPECIFICATION

KNOWLEDGE & QUALIFICATIONS	ESSENTIAL	DESIRABLE
Knowledge of retail management, including merchandising, stock management and sales projections	✓	
Knowledge of specifics of charity retail, including Gift Aid, donated goods sales, working with volunteers		✓
EXPERIENCE		
Outstanding track record in achieving sales and profit targets within retail or charity management	✓	
Experience and understanding of applying Health & Safety guidelines to the shop environment	✓	
ABILITIES, SKILLS AND COMPETENCIES		
IT literate and numerate	✓	
Management and motivational skills, with the ability to effectively implement and adapt to change	✓	
Good commercial acumen with the ability to act upon management information, to maximise business opportunities and effectively utilise business resources	✓	
Ability to communicate and liaise effectively at all levels	✓	
Ability to work effectively in an unsupervised environment	✓	
Ability to build and lead a successful retail team in order to deliver and maximise profits for the organisation	✓	
Ability to achieve a set of financial goals, generate stock and maximise Gift Aid revenues	✓	
A practical and leadership ability combined with a hands-on approach to the opening and closing of shops	✓	
PERSONAL QUALITIES		
Able to work flexibly as part of a small team	✓	
Initiative and discretion and ability to identify problems and offer practical, innovative and creative solutions	✓	
Excellent interpersonal skills with the ability to relate to people at all levels, ability to communicate clearly with colleagues and members of the public	✓	
Energy, enthusiasm and determination to succeed	✓	



High personal and professional standards	✓	
Commitment to equality and valuing diversity and understanding of how this applies to the provision of retail services	✓	
Able to respect the Christian ethos of the YMCA and uphold its values	✓	
Commitment to customer care	✓	