Barnardo's
BELIEVE IN CHILDREN

JOB DESCRIPTION

Job Title: **Store Manager**

Department: Retail

Responsible for: Store Associates

Responsible to: Area Business Manager

Working Relationships:
Works closely with Area Business Manager, customers and donors.

Job Purpose
The Retail section consists of more than 600 Barnardo's shops across the UK. These high-street stores are reliant on donations from the public and corporate supporters and generate funds from the sale of these donated items. There are a wide range of shops, from traditional charity stores to book shops and furniture. The Trading division produces and sells a range of products, including cards and gifts.

To maximise Store sales and profits. To represent Barnardo's as an efficient and charitable organisation by ensuring that your actions reinforce the Barnardo's Basis and Values.

Key Responsibilities:
- General
- Sales
- Shop Appearance
- Stock
- Staff
- Administration and Security
- Health and Safety

GENERAL
- Ensuring stock is generated over the door by members of the public and donors sign up to the Gift Aid scheme.
- Ensuring all stock is sorted, priced and steamed before going onto the Store floor.
- Use of Barnardo's IS systems on a daily basis.
- Responsible for ensuring that new stores are opened within the prescribed timescale.

SALES

- Achieve profit targets by maximising sales and minimising costs.
- Action daily floor walks as per guidelines to ensure high standards are achieved and maintained.
- Ensure that the high standard of service to customers that is expected by Barnardo's is maintained at all times.
- Run till reports to identify opportunities to maximise the potential of different product categories and utilise these to drive the income of the Store.
- Utilise available reports to drive business in relation to store and department layout where available.
- Implement promotions in the Store as directed by Head Office or your Area Business Manager.
- Actively support any national or local fundraising promotions as directed by Head Office or your Area Business Manager.

SHOP APPEARANCE

- Maintain a high standard of presentation, both in the windows and the interior of the Store.
- Ensure the sales floor layout is as per the current Sales Analysis guidelines in conjunction with your Store Manager or Area Business Manager.
- Achieve and maintain high standards of housekeeping, organisation and cleanliness throughout the Store including the sales floor and stockroom areas.

STOCK

- Actively encourage the public to donate saleable stock.
- Achieve the required Gift Aid (GA) conversion rates and to manage the GA process.
- Manage, where required, in conjunction with your Area Business Manager, a van stock movement service in order to provide enough stock to support the turnover of the shop.
- Ensure there is adequate flow of stock from stockroom to the shop floor (productivity).
- Ensure there is adequate stock available on the shop floor, at all times, on all key lines (stock density).
- The role will demand moving sometimes high volumes of stock on a daily basis.
- Select and price stock at a consistent level in accordance with Barnardo's price guides.
- Rotate stock on a daily basis so that no items of stock remain on the shop floor for any longer than the agreed time limits.
- Comply with all instructions regarding the sale and auditing of new goods.

STAFF

- Provide training, development, work reviews and appraisals for paid staff to enable them to perform their jobs efficiently and effectively.
- Organise a rota to ensure the Store runs effectively and the sales floor and sort room tasks are allocated.
- Create an organised and pleasant working environment for staff and volunteers.
- Inform the Store team of business communications, promotions and information relating to Barnardo's.
- Ensure that all staff/volunteers comply with Barnardo's policies, procedures and specific Retail protocols.
- Actively recruit the correct/specified number volunteers to deliver the stores objectives and KPI's.
- Provide training so they are able to perform their jobs efficiently and effectively. (All stores except Superstore.)

ADMINISTRATION AND SECURITY

- Ensure all relevant administration is completed on time and according to the Barnardo's Manager's Manual.
- Bank daily according to Barnardo's policy.
- Ensure all financial, cash handling and security procedures are adhered to as per the Barnardo's Manager's Manual and the relevant Retail procedures.
- Hold the shop keys, ensuring that the shop is secure whenever it is left unattended.
- Notify the local police and your Area Business Manager in the event of a break in, shop lifting or security incident.
- Notify your Area Business Manager in the event of suspected theft or dishonesty by any member of staff.
- Ensure all staff/volunteers lock all purses and valuables in a locker.

HEALTH AND SAFETY

- Provide a safe environment that protects all staff/volunteers, and the public.
- Comply with all Health and Safety (H&S) regulations as per Barnardo's H&S Policy.
- Report any maintenance or Health and Safety issues in the shop to the relevant Building Surveyor (and Area Business Manager if appropriate).
- The role will demand moving sometimes high volumes of stock on a daily basis.

OTHER

- Ensure Retail Safeguarding Risk Assessments and Equality Impact Assessments are completed in line with the required practice and standards.
- Any other duties as appropriate.

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PERSON SPECIFICATION

Job Title: Store Manager

All criteria are essential unless otherwise stated.

Education/Knowledge:

- No formal qualifications required
- An awareness of fashion and retail trends and how to relate these to capitalise on income.
- An awareness of how to identify and develop the market potential of a High Fashion Superstore, in relation to product, quality and value of items. (Superstore only.)

Experience:

- Working within fashion retail, with particular regard to floor layouts, merchandising, customer service and contact, working in a team environment, basic IT, administration and simple analysis of figures.
- Minimum of 3 years management experience in high fashion retail Stores (Superstore only)
- Experience of sales budget management in excess of £400k. (Superstore only.)

Skills/Abilities:

- Able to plan, organise, prioritise, delegate and review varying work of volunteers/paid staff.
- Able to attract, recruit, train, develop and appraise a team of volunteers/paid staff, to fully participate in the daily activities and promotions of the Store.
- Able to persuade and influence through negotiation, staff/volunteers on how to develop good retail fashion practice.
- Able to interpret, implement and advise on procedural guidance from line management and to issue appropriate instructions and advice to staff/ volunteers to manage the Store.
- Able to meet the needs of customers on a face to face basis, in order to generate sales and increase customer usage of the shop.
- Able to liaise and respond to a variety of people from varying backgrounds.
- Able to take responsibility for your own and team's development and learning.
- Able to deal with any situation which may give rise to conflict.

- Able to create an effective working relationship between yourself and Store Associates.
- Able to add, subtract, divide and multiply up to four figures in order to maintain budgets and complete accurately weekly income/banking sheets.
- Able to handle cash and reconcile accurately.
- Able to initiate, develop and accept new ideas to generate income within a short time frame.
- Able to produce written letters.
- Able to produce reports.
- Able to identify and develop appropriate plans to respond to weekly, monthly and annual budgetary targets, in conjunction with the Area Business Manager.

Circumstances

- Flexible approach to working hours and days including working Saturdays, Sundays and Bank Holidays as appropriate and when required. Also assisting in area team, including cover at other Stores, if necessary.
- There will be a need to travel to team meetings, training events etc, which will include occasional long distances and overnight stays (expenses will be paid).
- Longer periods of overnight stays may be required during store opening work and covering other stores.
- Able to access a telephone to provide out of hours emergency call cover.
- There will be a need to lift, on a frequent basis, items of various sizes and weights.

Managing Diversity

Candidates should be able to recognise the unique potential that individuals from differing backgrounds, experiences and perspectives bring to Barnardo’s, utilising individual performance, responding to changing working practices and acknowledging the changing customer/client base that the organisation operates with.

Barnardo’s Basis and Values, and Equality Code of Conduct

Actively demonstrate Barnardo's Basis and Values and Equality Code of Conduct in all areas of work:

- Respecting the unique worth of every person
- Encouraging people to fulfil their potential
- Working with hope
- Exercising responsible stewardship

Leadership and Management Behaviours
Act as a role model for the Barnardo's Leadership and Management behaviours:

- Driven to deliver
- Leading and engaging
- Strategic thinking

Applicable Competencies
Listed below are key competencies, which describe how the job must be carried out in order to achieve the objectives set.

Striving for Excellence
Desires to improve performance, do a task better (faster, more effectively or at lower cost) by committing self in accomplishing challenging objectives/targets or competing against more stretching self-defined standards of excellence.

Personal Growth
Able to show adaptability and take advantage of new ways of doing things in addition to managing own personal learning and development.

Planning & Organising
Ensuring the successful achievement of results through the effective planning and management of resources, which are in line with the organisation's strategic direction. The ability to think through and adopt a clear, sensible step-by step approach to planning and organising work making effective use of time, resources in order to get the job done as effectively as possible.

Team Leadership
The need to lead groups of people to work effectively together. The intention to take a role as leader of a team/group. 'Team' is understood as any group in which the person takes on a leadership role.

Team Working
Working collaboratively and sharing information within and across Barnardo's to contribute to the effective delivery of Barnardo's services. Building and maintaining good working relationships with colleagues to foster team spirit, commitment to the team and achievement of shared goals.

Developing Others
Genuine intent to foster the long-term learning/development of others. Developing others to achieve excellence through detailed feedback on current performance, knowledgeable support and meaningful assignments, recognising and celebrating individual success

Completed by the Pay and Reward Team / People Team

	Name	**Code**
Grade	RMA / RMB / RMC / RMD / RME / RMF / RMG	
Job Family	Retail and Trading	R
Job Sub-Family	Retail and Trading	RT
Organisational Level	Stores	ST