

Head of Retail

Vacancy information pack





Introduction from the CEO

Hello,

It is my pleasure to extend a warm welcome to you as you consider joining our EHAAT family. The team who work with us are our most important asset. Upon joining us, you will become part of a dynamic, fast growing organisation which is committed to being a safe and effective clinical care provider.

All of our actions are guided by our values – passionate in going the extra mile, professional in treating everyone as they would wish to be treated, innovative in driving forward best clinical practice, inclusive in creating a safe environment where everyone feels comfortable being themselves, trustworthy in working openly and honestly and dedicated because we care about the cause, our patients and each other.

We very much consider ourselves a family, and we hope that anyone who chooses to join us will feel as privileged as we do to work for such an amazing charity. We have plans in place for a very exciting future and we would love you to join us on our journey!

Yours sincerely,



Jane Gurney
Chief Executive Officer





Our mission statement

Our aim is to save lives, reduce or prevent disability, or suffering from critical illness and injury, by delivering a first class pre-hospital emergency medical service to the people of Essex, Hertfordshire and surrounding areas.

Our highly skilled and specially trained pre-hospital care doctors and critical care paramedics work alongside our regional partners using helicopters and rapid response vehicles fitted with state-of-the-art life-saving equipment. Our critical care teams are dispatched by the East of England Ambulance Service NHS Trust.

We are here to assist everyone who lives, works, or is travelling through the region. The service is provided by the charity free of charge to patients of all ages, from every background and faith, who require the most advanced clinical care.

Our values:

It's what we say, it's what we do, it's who we are...



Passionate

We believe in our cause and are totally committed to the service we provide. The energy and enthusiasm we show demonstrates our motivation to sustain what we do.



Trustworthy

We are credible and honest; we do what we say we'll do and we deliver high standards. We meet the needs of the patients we serve and we won't let them down.



Professional

We show professionalism in every way, ensuring we do even the simple things well and that we portray the right image for our brand. We treat everyone as they would wish to be treated.



Dedicated

We are loyal, kind, compassionate and considerate to each other – and to the patients we serve. We pull together as a family to achieve a common goal. We care about the cause and about each other; we are never off-duty.



Innovative

We drive forward clinical innovations and constantly look for ways to improve what we do – encouraging initiative, being creative, learning from our mistakes and being open to making changes when needed. We are successful and lead from the front with huge drive, determination and energy.

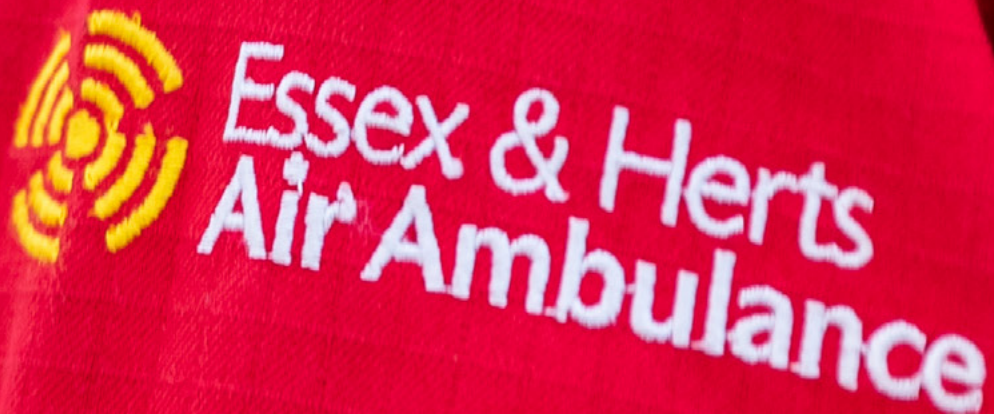


Inclusive

Our goal is to attract, develop and retain talent from across society. This requires a culture of inclusion where all individuals feel respected and are treated fairly. Colleagues must act appropriately and treat each other with respect by listening to different viewpoints, opinions, thoughts and ideas, embracing and actively promoting a culture of inclusion.

Job description

Job title	Head of Retail
Reporting to	Associate Retail Commercial Director
Based at	Stevenage with hybrid coverage throughout Essex & Hertfordshire
Contract	Appointment will be made on a permanent basis with a 6-month probationary period
Working pattern	Full time 37.5 hours
Pension	Automatic enrolment to our pension scheme after 3 months
Annual leave	27 days plus bank holidays
Salary	£47,000 per annum



Job purpose

The purpose of this role is to maximise the income and profit sustainability of a multi-site/multi format retail business through the effective management of people, resources and budgets.

The successful candidate will contribute to the policy of process development on the strategic direction and the future expansion of EHAAT's retail operation and to empower and engage the retail team through positive and clear leadership.



Key responsibilities

- Work closely with the Associate Retail Commercial Director to provide expertise, leadership, vision and guidance, to drive forward the strategic direction of the retail operation and deliver outstanding performance in all aspects of charity retail
- Develop, implement and manage the necessary practices, systems, and controls to ensure the operational, financial and administrative compliance necessary to deliver an efficient retail operation
- Lead on the expansion of the existing shop portfolio including: sourcing, costing & planning of new shops including shop-fitting, staff recruitment & opening. Working with the Associate Retail Commercial Director and Governance Manager on lease negotiations and securing lease completions
- To grow and develop the Ecommerce division supporting both the Ecommerce Manager and Donation Centre Manager in online innovation and expansion
- Work closely with the Volunteer Manager to create a culture of volunteer empowerment and development focusing on volunteer recruitment, management and retention throughout the retail department
- Work closely with the Associate Retail Commercial Director to build productive relationships across EHAAT to ensure that the retail team are part of the wider charity team, and are able to advocate for the charity with customers and other supporters
- Work with the Fundraising Team to embed shared fundraising and retail incentives to drive new income streams and open opportunities for both departments
- Work with the marketing team and other key retail staff to further develop the customer experience, ensuring the interior design and quality is in keeping with the required profile. Ensure that shop managers adhere to brand guidelines and that messaging in relation to the work of the charity is visible and impactful
- Represent EHAAT in the community and public domain as appropriate. Ensuring that relationships in the community are managed in a way that achieves the best outcome for all parties
- Maintain an up to date knowledge of the charity retail market and the activities of other local charitable organisations to identify market gaps and new opportunities
- Develop and maintain strong relations with external retail volunteer support and chair quarterly retail working groups meetings
- Lead a diverse retail division for EHAAT ensuring that a culture of inclusiveness is promoted throughout the department

Operational Responsibilities

- Lead, support and motivate the retail team, managing performance or conduct issues as required – this includes direct line management of the Area Manager, Ecommerce Manager and Donation Centre Manager with whom you will be expected to conduct regular documented 1:1s.
- Ensure that timely and appropriate communication and feedback mechanisms are in place for your team and volunteers, engaging, and encouraging contribution.

Ensure the wider charity is kept up to date with relevant retail activity through team meetings charity team events.

- Work with the Associate Retail Commercial Director to plan, set and manage the annual retail operating budget, reforecast quarterly as appropriate and take steps to address underperformance.
- Monitor and evaluate the commercial performance of each shop and Ecommerce division, maximise profit across the portfolio and report to the Associate Retail Commercial Director monthly about the continued viability of each
- Deal with all property matters in respect of their on-going management, maintaining and updating the existing property database of leases and subleases. To be across all expiry dates, break notices, rent reviews and other relevant matters with all retail leases
- Take overall responsibility for the Donation Centre through supporting the Donation Centre Manager to ensure the development of excellent warehouse, sorting and transport operations in order to maintain sufficient stock available for all shops and ecommerce
- Work closely with the Head of Workplace and workplace team to ensure all retail operations are compliant with health and safety policies and standards. Ensure a robust and efficient process is maintained for all workplace reported concerns or incidents and are addressed in a timely manner
- Ensure all investigations into reported accidents, incidents and near misses are carried out without delay and appropriate action is taken to prevent a reoccurrence by either immediately remedying the defect or implementing control measures to prevent the situation from deteriorating or reoccurring
- Implement a structured approach to using data in the analysis of sales.
- Lead an excellent customer service ethic across the business ensuring this is monitored through initiatives such as mystery shopping
- Ensure that Gift Aid procedures, processes and claims are completed within the agreed time frames.
- Develop an online retail shop via the EHAAT website to offer pre-loved goods. Set operational structure and budgetary targets
- Develop and control EHAAT's charity merchandise from design through to purchase. Working with external suppliers to produce a range of sellable and profitable goods that develops the charities community awareness
- Undertake any other tasks, duties or responsibilities as requested by your line manager or other senior manager, including the Board of Trustees and Chief Executive
- Work closely with the People Director and People Team to ensure all people matters are managed in line with EHAAT's policies and procedures

Person specification

Essential

- Retail Management Experience: Significant experience in a senior retail management role, preferably within the charity sector or a similar environment.
- Leadership Skills: Strong leadership and team management skills, with the ability to inspire and motivate staff at all levels, fostering a positive and inclusive work environment.
- Financial Management: Strong financial acumen with proven track record of achieving and exceeding sales targets, driving profitability and managing budgets effectively.
- Communication Skills: Excellent interpersonal and communication skills, with the ability to engage effectively with stakeholders, staff, and volunteers.
- Customer Focus: A customer-centric approach with a track record of delivering high-quality service and enhancing the retail experience. Patience, empathy and the ability to lead by example
- Problem-Solving Abilities: Aptitude for identifying and resolving operational challenges, adapting to changing circumstances, and implementing innovative solutions. The ability to build strong, long lasting relationships
- Organisational Skills: Exceptional organisational skills with the ability to prioritise tasks, manage multiple projects simultaneously, and meet deadlines.
- Knowledge of Retail Trends: Up-to-date knowledge of retail trends, best practices, and emerging technologies relevant to the charity sector.
- Commitment to the Charity's Mission: A genuine passion for the charity's cause, with a strong commitment to making a positive difference in the community.
- Operations - Sound understanding of retail operations including merchandising, inventory management and pricing strategies
- Sustainability Awareness: Knowledge of sustainable and ethical practices in retail, with a commitment to promoting environmentally friendly initiatives.
- IT Proficiency: Proficiency in retail management software, point-of-sale systems, and Microsoft Office Suite.
- Networking Skills: Strong networking skills with the ability to build partnerships and forge relationships with local businesses, donors, and community organisations.

How to apply

To apply please submit a completed application form in Word format (NO CVs) and our Equality and Diversity Form to recruitment@ehaat.org by 11:59pm on 1st April 2024.

Please address in your supporting statement how you meet the person specification for the role as fully as possible to demonstrate why you should be shortlisted for interview for this post.

Information if you have a disability

We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to complete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment. We encourage you to let us know if you have any requirements at any stage of the recruitment process.

Equality, Diversity & Inclusion

We are committed to becoming an inclusive organisation that represents all aspects of the communities we serve. We recognise that this is a journey and that there is a lot of hard work ahead. We celebrate diversity of background and thought in our ambition to create a workplace where everyone feels empowered and able to bring their authentic self to work each day. We collect EDI information for monitoring purposes only and it will not be used in any decisions affecting your application.

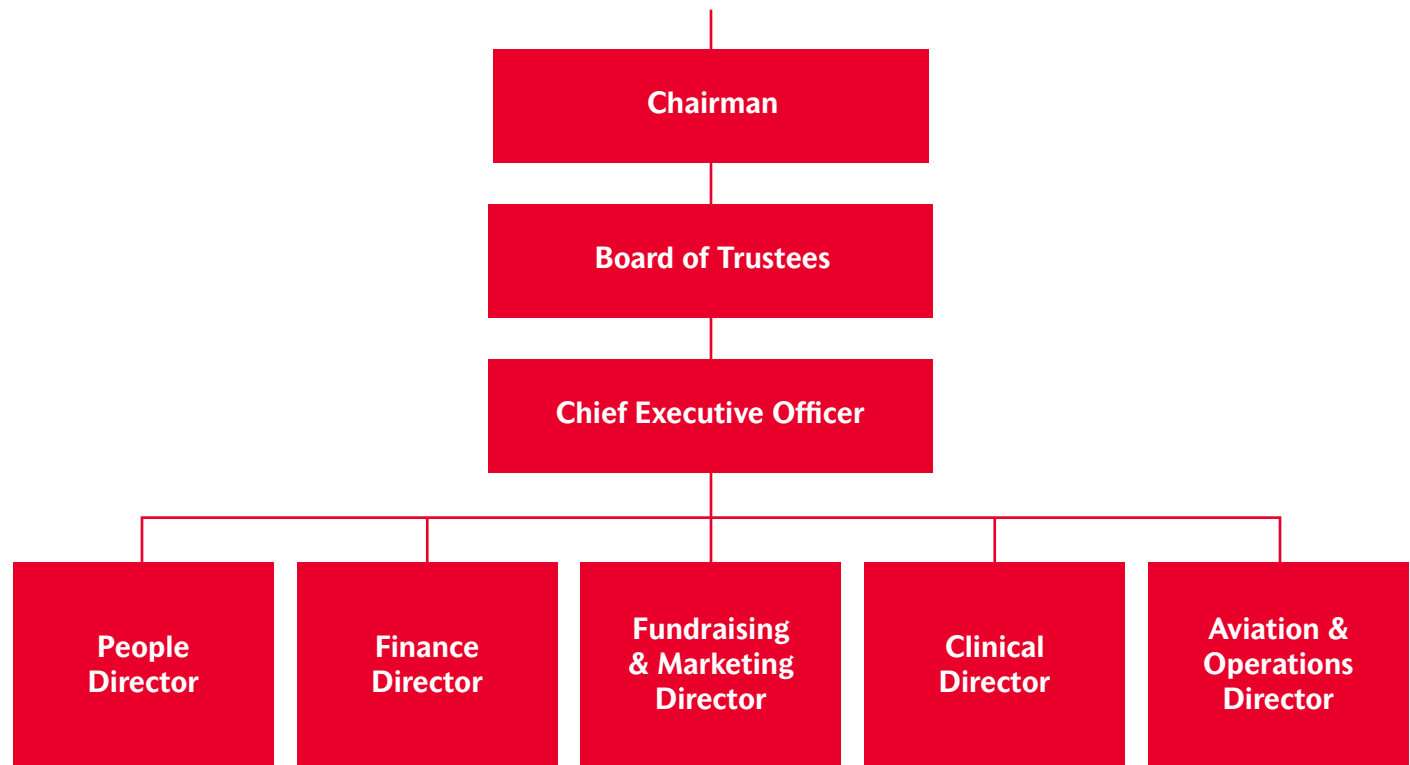
Not this vacancy? Why not join us as a volunteer? If you would like to know more about becoming a volunteer visit our website ehaat.org or send an email to volunteer.team@ehaat.org

Desirable

- Experience in Volunteer Management: Experience in recruiting, training, and managing volunteers within a retail setting



Trustee Board and Executive Team



Department Team





“ I never thought about the importance of a strong ‘work family’ but I realised what a team can make out of strangers when I came to EHAAT. Common beliefs, common values, and an organisation that cares about both our success and our welfare. It’s like raising children, teaching us skills, discipline and helping us build our self-confidence so that we can think bigger and achieve more. ”





Minds matter

At Essex & Herts Air Ambulance we recognise that wellbeing and performance are linked. Improving your ability to handle pressure and to balance work and home life can ultimately lead to improved individual and organisational performance and bring benefits to our team and our business.

As a business, our objective is to drive the understanding that our team members may need additional support from time to time and also that they are still more than capable of achieving within their role.

Our commitment to the wellbeing of our team is demonstrated with our Mental Health First Aiders, regular Mental Health training for our managers, Mental Health & Wellbeing Action Group and Chaplain support.

EHAAT is committed to creating a supportive and open culture, where colleagues feel able to talk about mental health confidentially. To demonstrate this, we have signed the 'Charter for Employers Positive about Mental Health' making us a registered 'Mindful Employer.'



“They saved my daughter’s life.”

Two-year-old Charlotte’s airway became obstructed whilst eating lunch at nursery.

She was turning blue when Essex & Herts Air Ambulance’s critical care team arrived and performed advanced techniques, allowing oxygen back into her lungs. Charlotte was then

anaesthetised and flown to Addenbrooke’s Hospital, where she was woken by the hospital team the following day.

After such a long time without oxygen, there were fears of neurological damage. Amazingly Charlotte awoke with just a cough and croaky voice. A few

weeks later, she visited the airbase to meet the team who saved her life.

This was all possible because of all the passionate, dedicated, hard working EHAAT team that work behind the scenes...



Flight House,
The Business Centre,
Earls Colne Business Park, Earls Colne,
Colchester, Essex, CO6 2NS

T: 0345 2417 690
E: contactus@ehaat.org
W: ehaat.org

Charity Number: 1108989



Essex & Herts
Air Ambulance

Your local life-saving charity