



JOB DESCRIPTION

Job Title:	Retail Area Manager
Department:	Retail
Responsible to:	Deputy Head of Retail
Responsible for:	Shop Managers/Assistant Managers/Volunteers
Hours:	37.5 per week, with flexibility to work irregular hours, including acting as Retail Duty Manager outside regular hours.

The Role:

To oversee the management of a selected number of St Oswald shops ensuring the agreed retail standards and processes are met and realising the shops' potential to achieve maximum profits

To contribute to the effective and profitable operation of the retail department, contributing to St. Oswald's Hospice's income efforts by maximising sales, enhancing customer experience, and managing shop teams.

To be an ambassador for the Hospice by demonstrating and promoting the Charites values.

Key Outcomes and Responsibilities

1. Sales & Profitability:

Outcome

Achieve sales and profit targets for each shop.

Maximize income through effective cost control and promotional activities.

Drive Gift Aid conversion rates and ensure active promotion of the scheme.

Actions

Develop and implement in-store marketing campaigns to drive footfall and boost sales.

Regularly monitor competitor activity and adjust strategies to maintain a competitive advantage.

Track and analyse weekly sales data to identify trends and opportunities for growth.

Measurement

Increased sales revenue, percentage growth over previous periods, and achievement of set targets.

2. Team Management:

Outcome

Train, supervise, and motivate shop managers and their teams.

Foster a positive and productive work environment.

Ensure all staff adhere to health and safety standards.

Ensure volunteers are effectively recruited, trained, and retained, contributing to shop success

Actions

Providing necessary training and ongoing advice to team members to enhance their skills and performance.

Addressing and resolving interpersonal conflicts within the team to maintain a harmonious working environments

Keeping track of team member's performance and providing feedback to help them improve

Measurement

Staff/volunteer satisfaction, retention rates, and successful task completion rates.

3. Operational Efficiency:

Outcome

Maintain high standards of display, cleanliness, and customer service.

Oversee stock management and ensure shops are well-stocked.

Implement and maintain financial regulations and procedures.

Actions

Monitor shop standards are maintained to create a welcoming and professional shopping experience.

Oversee each shop meets agreed stock rotation and replenishment, keeping shops merchandising and displays attractive update.

Ensure all shops adhere to Health and Safety laws to provide a safe environment for staff, volunteers and customers

Ensure compliance with Trading Standards Regulations and internal financial processes.

Measurement

All health & safety standards are kept updated, regular Risk Assessments are completed. Overseeing the maintenance of retail units, ensuring that all maintenance work is planned and executed effectively in coordination with the Head of Retail

Implement measures to maintain accurate financial records to help prevent fraud.

4. Strategic Development:

Outcome

Support the delivery of the retail strategy.

Assist in setting sales targets and developing initiatives to enhance performance.

Contribute to the expansion and development of new shops.

Contribute to the broader goals of St. Oswald's retail operations and foster a collaborative environment.

Actions

Communicate the strategic plan to your team clearly and effectively

Establish and maintain strong relationships with colleagues across the retail division.

Actively contribute to team meetings and share best practices with other shop managers.

Represent St. Oswald's values positively in all interactions

Measurement

Team collaboration feedback, participation in retail initiatives, and adherence to organisational values

Retail Duty Manager Responsibilities

Serve as one of the Retail Duty Managers on call, providing leadership during out-of-hours emergencies, covering evenings and weekends as needed.

Risk Management including Health & Safety

We take the safety of our staff, volunteers, patients and their families seriously. We have a full suite of Health and Safety procedures and training that we'll ask you to sign up to and we expect you to complete all our essential health and safety training.

Team Working and Conduct

Team work is core to the role and you will work as a positive team member.

Our Respect at Work Policy, Values and People Charter help to guide everyone in how we live this day to day.

Confidentiality

You will have access to confidential information, so it's important that you maintain the highest confidentiality of members of the public, staff and volunteers in accordance with St Oswald's Hospice's information governance policies and GDPR legislation.

New Tasks

This profile provides an overview of the most important parts of the job however all jobs shift over time and so we may ask you from time to time to carry out new tasks. These will fit with the remit of your role and your manager will guide and direct you. Any substantive changes which may need to be made will be discussed with you.

RISK ASSESSMENT : The generic risk assessment for shop managers and volunteers has been completed. No other additional hazards have been identified.

DISCLOSURE / LEVEL : Enhanced DBS

PREPARED BY/ DATE: Andrew Moir October 2024



About You

Qualifications, Training, and Education

As a guide, we are looking for:

- **Essential:**
 - A levels
 - NVQ level 3 in retail management or a relevant sector
- **Desirable:**
 - Degree level

Experience

- **Essential:**
 - Minimum 3 years of relevant retail experience, showing a proven ability to meet sales targets
- **Desirable:**
 - Some experience of fundraising

Knowledge

- **Essential:**
 - High volume retailing
 - Health and Safety Standards
- **Desirable:**
 - Trading Standards

Qualities

- **Essential:**
 - Able to develop good working relationships and communicate effectively
 - Able to lead and work as a member of a team

- Self-motivated, capable of driving results independently
- Resilient, able to manage challenges and maintain consistent performance
- **Desirable:**
 - Empathy with St Oswald's values and environment

Skills

- **Essential:**
 - Excellent customer service skills that contribute to customer satisfaction
 - Retail management skills ensuring sales growth and profitability
 - Good verbal and written communication skills
 - Good organisational skills
 - Experience working with the public and volunteers, fostering a positive atmosphere
 - IT skills, including Microsoft Office software
 - Experience in using EPOS systems
- **Desirable:**
 - Volunteer management skills, improving volunteer retention and performance

Your Values

You will embrace and demonstrate our values of:

- **Safe and Supportive**
- **Positive and Can Do**
- **Accountable and Authentic**
- **Caring and Compassionate**
- **Excellence and Innovation**

Working Arrangements

- Flexible and willing to adapt working patterns and location depending on operational demands
- Full, current driving licence and access to a car

Applying for this Role

Studies have shown that women and people of the global majority are less likely to apply for jobs unless they meet every single qualification and requirement. Research also shows that many people with other protected characteristics also find it much harder to gain employment.

At St Oswald's Hospice, we are dedicated to building a diverse and inclusive workplace.

So if you are excited by the role but your past experience doesn't quite match every requirement, we encourage you to apply anyway. You may be just the person we are looking for!