



## **JOB DESCRIPTION**

**Job Title:** Shop Manager

**Department:** Retail

**Reports To:** Retail Area Manager

**Responsible For:** Shop Volunteers / Assistant Shop Manager (dependant on meeting criteria)

**Hours:** 37.5 per week (Monday to Sunday)

### **The Role**

To ensure the effective and profitable operation of the shop, contributing to St. Oswald's Hospice's fundraising efforts by maximising sales, enhancing customer experience, and managing volunteers. Success will be measured by sales performance, shop profitability, customer satisfaction, and volunteer engagement.

### **Key Outcomes and Responsibilities**

#### **1. Sales Growth & Profitability:**

- **Outcome:** Achieve monthly and annual sales targets as set by the Retail Operations Manager.

#### **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. Customer Satisfaction:**

- **Outcome:** Maintain high levels of customer satisfaction and loyalty.
  - **Actions:**
    - Train volunteers on exceptional customer service, ensuring they meet and exceed customer expectations.
    - Engage with local community members to promote the shop and St. Oswald's mission.
    - Ensure shop standards are maintained to create a welcoming and professional shopping environment.
- **Measurement:** Customer feedback, number of repeat customers, and community engagement activities.

### **3. Volunteer Management & Development:**

- **Outcome:** Ensure volunteers are effectively recruited, trained, and retained, contributing to shop success.
  - **Actions:**
    - Lead the recruitment and on boarding process for new volunteers.
    - Provide ongoing training and development opportunities for volunteers.
    - To lead and develop the staff/volunteer team in the shop, encouraging effective communication, setting objectives, initiating work plans and helping to foster a positive team spirit through regular team meetings.
- **Measurement:** Volunteer satisfaction, retention rates, and successful task completion rates.

### **4. Stock Management & Merchandising:**

- **Outcome:** Maximise sales from donated stock through effective pricing, display, and stock rotation.
  - **Actions:**
    - Oversee the pricing strategy to ensure a balance between profitability and customer affordability.
    - Ensure timely rotation and replenishment of stock, keeping displays attractive and updated.

- Implement creative visual merchandising and window displays to capture customer interest.
- **Measurement:** Stock turnover rate, average selling price per item, average transactional value and visual merchandising effectiveness (tracked through sales spikes).

## **5. Financial & Administrative Accuracy:**

- **Outcome:** Maintain accurate financial records and ensure compliance with St. Oswald's procedures.
  - **Actions:**
    - Ensure compliance with Trading Standards Regulations and internal financial processes.
    - Complete all financial and administrative paperwork (including Gift Aid) accurately and on time.
    - Maintain detailed sales records and weekly summary reports.
- **Measurement:** Timeliness and accuracy of reports, compliance with audits, and successful Gift Aid contributions.

## **6. Premises & Security Management:**

- **Outcome:** Ensure the shop premises are safe, secure, and well-maintained.
  - **Actions:**
    - Ensure the shop complies with health and safety standards.
    - Oversee maintenance and cleanliness of the premises, addressing any repairs or issues promptly.
    - Ensure all security protocols are followed, including cash handling and key holder duties.
- **Measurement:** Shop risk assessments, incident reports, and compliance with safety inspections.

## **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.

- **Outcome:** A safe, risk-free environment for volunteers, customers, and staff.
  - **Actions:**
    - Monitor and address safety risks proactively.
    - Ensure volunteers receive regular health and safety training.
    - Conduct routine risk assessments and report potential hazards.
- **Measurement:** Number of incidents reported, adherence to health and safety standards, and successful completion of risk assessments.

### **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.

- **Outcome:** Contribute to the broader goals of St. Oswald's retail operations and foster a collaborative environment.
  - **Actions:**
    - 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.

### **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***

Routine risk assessments must be completed, and volunteers and staff should adhere to health and safety standards.

***DISCLOSURE / LEVEL***      Enhanced DBS required

***PREPARED BY/ DATE***

## ***About you***

### ***Qualifications, Training and Education***

As a guide we are looking for:

#### ***Essential:***

- Basic secondary education (A-C grades in Maths and English).

#### ***Desirable:***

- NVQ Level 3 in Retail Management or equivalent.

### ***Experience***

Minimum 1 year of relevant retail experience, showing a proven ability to meet sales targets.

Some fundraising experience is a plus.

### ***Knowledge***

High-volume retail experience.

Familiarity with Trading Standards.

### ***Qualities***

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,

### ***Skills***

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 to include Microsoft office software.

### ***Desirable:***

- Volunteer management experience.
- Experience with EPOS systems.

### ***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***

Monday-Sunday as required by business needs.

### ***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 hard 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!