

Job Description and Person Specification

Job Title:	Store Manager
Line Manager:	Area Manager
Professionally Accountable to:	Retail Director
Location:	Various
Hours of Work:	Various including Saturdays, Sundays and Bank Holidays (on a rota basis)

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

Job Purpose:

- To be responsible for the day to day management of the charity store including volunteers, stock management, merchandising, health and safety and financial procedures
- To develop and maintain excellent relationships with both customers and donors
- To achieve sales and profit targets, by maximising sales and controlling direct store expenses
- To provide high quality recruitment, line management and training to assistant store managers and volunteers
- To work as a supportive team player and as an ambassador for the Hospice working cohesively with hospice staff and volunteers to positively promote the charity at any available opportunity.
- To maintain good relations with the store, hub and distribution/logistics staff

Responsibilities:

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 WHC 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 Retail Director or your Area Manager.
- 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.

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 Area Manager or Retail Director.
- 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.
- Ensure there is adequate flow of stock from stockroom to the store floor (productivity).
- Ensure there is adequate stock available on the sales 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 WHC price guides.
- Rotate stock on a daily basis so that no items of stock remain on the sales 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 WHC.
- Ensure that all staff/volunteers comply with WHC 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.

ADMINISTRATION AND SECURITY

- Ensure all relevant administration is completed on time and according to the WHC Policies.
- Bank daily according to WHC policy.
- Ensure all financial, cash handling and security procedures are adhered to as per the relevant retail procedures.
- Hold the store keys, ensuring that the store is secure whenever it is left unattended.
- Notify the local police and your Area Manager in the event of a break in, shop lifting or security incident.
- Notify your Area Manager in the event of suspected theft or dishonesty by any member of staff.

HEALTH AND SAFETY

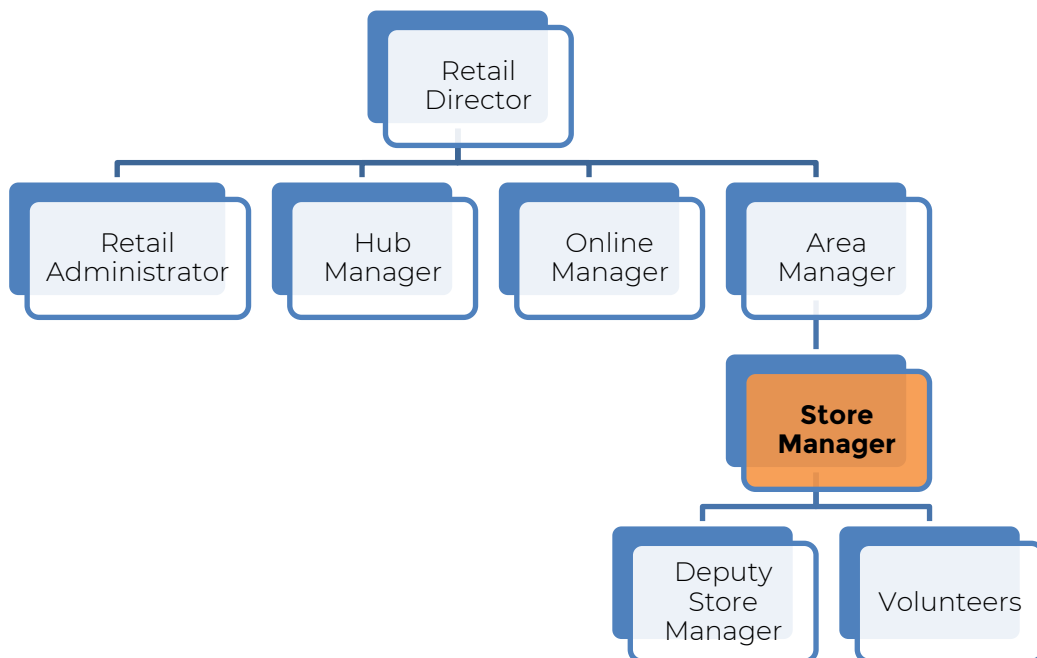
- Provide a safe environment that protects all staff/volunteers, and the public.
- Comply with all Health and Safety (H&S) regulations as per WHC H&S Policy.
- Report any maintenance or Health and Safety issues in the store to the relevant Building Surveyor (and Area Business Manager if appropriate).
- NB This role involves continuous manual handling of stock, in volume on a daily basis. It will require a reasonable level of fitness and exertion, including carrying stock up and down stairs on a regular basis

Scope of Job Description

This job description reflects the immediate requirements and objectives of this post. It is not an exhaustive list of the duties, but gives a general indication of work undertaken which may vary in detail in the light of changing demands and priorities. Substantive changes will be carried out in consultation with the post holder.

This job description is subject to periodic review and amendment.

Organisational Chart:



PERSON SPECIFICATION - STORE MANAGER

Criteria	Essential/ Desirable	How Evidenced & Assessed
Qualifications and Training		
<ul style="list-style-type: none"> ▪ Good standard of numeracy and literacy commensurate with GCSE Grade C (4/5) or above in Maths and English ▪ NVQ Level 2 in Customer Service or equivalent experience ▪ Minimum of 3 years management experience in high or charity fashion retail Stores ▪ 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. 	<p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>A/C</p> <p>A/C</p>
Knowledge, Skills and Experience		
<ul style="list-style-type: none"> ▪ Experience in a retail environment ▪ Experience of line management or supervision to manage, delegate, motivate and improve the performance of staff to achieve targets ▪ Preparing and managing rotas and allocating work ▪ Experience of Health & Safety and fire provisions in a retail environment ▪ Knowledge of Gift Aid, or demonstrable willingness to learn ▪ Demonstrate a full understanding of what is meant by exemplary customer service and evidence of delivering this consistently ▪ Working knowledge of Microsoft Office products including Word and Excel ▪ Ability to complete administrative paperwork ▪ Experience in the charity shop environment ▪ Experience of working with and managing volunteers ▪ Familiarity with EPOS till system ▪ Be commercially aware of the High Street and have a keen interest in/knowledge of the latest fashion/trends in retailing ▪ Able to identify and develop appropriate plans to respond to weekly, monthly and annual budgetary targets, in conjunction with the Area Manager. ▪ Able to deal with any situation which may give rise to conflict ▪ 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 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>E</p>	<p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p>
Communication and people skills		
<ul style="list-style-type: none"> ▪ 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 ▪ Confident and effective verbal and written skills 	<p>E</p> <p>E</p> <p>E</p>	<p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>I</p>

<ul style="list-style-type: none"> ▪ Team working skills ▪ Ability to empathise with people in challenging emotional situations ▪ Experience of equality and diversity ▪ Experience of recognising and valuing the contribution of others ▪ Experience of taking responsibility for own and team decisions and actions ▪ Highly collaborative and team-focussed 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p>	<p>I</p> <p>I</p>
Organisational Skills		
<ul style="list-style-type: none"> ▪ Excellent organisational and time management skills ▪ Ability to work on own initiative ▪ Well organised, with the ability to prioritise immediate tasks 	<p>E</p> <p>E</p> <p>E</p>	<p>A/I</p> <p>A/I</p> <p>A/I</p>
Other Requirements		
<ul style="list-style-type: none"> ▪ Recognise the implication of working within a charity ▪ 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 ▪ Personal resilience and the ability to respond to change ▪ Passionate a with a 'can do' attitude ▪ Able to transport yourself within the retail area ▪ Hold a current and valid driving licence ▪ Have access to your own transport 	<p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> <p>D</p>	<p>I</p> <p>I</p> <p>I</p> <p>I</p> <p>A/I</p> <p>A/I</p> <p>A/I</p>

Key: E = Essential D = Desirable A= Application I = Interview C = Certificate