
Job Description

Eden Valley Hospice



Post:	Retail Operations & Development Manager
Department:	Income Generation & Marketing
Salary:	£33,982.25
Hours:	37.5 hours per week, to include some occasional weekend working. (There may be flexibility in terms of number of contracted hours worked for the right candidate)
Reports to:	Director of Income Generation & Marketing

Overall aims:

- To provide the strategic leadership for the retail/trading income streams to ensure targets are met and key standards are achieved
- To lead on and drive the continued success of the retail/trading operation, increasing sales and profits from existing shops, online operations, and new commercial opportunities
- To lead on all aspects of business development to ensure the continued growth of the retail/trading portfolio
- To ensure excellent levels of customer service are provided across the operation
- To ensure that all activity correctly reflects and promotes the hospice brand, ethos and values

Strategy and Financials

- Strategically develop the trading operation, adopting an entrepreneurial approach where every opportunity is maximised
- To set, develop, and monitor the income and expenditure budget and contribute to the development of organisational strategy and business plans.
- Undertake ongoing analysis, planning, quarterly forecasting and management of the trading budget, reporting on shop performance issues and trends to ensure targets are met
- To ensure correct procedures are adhered to for banking, cash handling and administration, ensuring a clear audit trail

Income Generation

- To provide advice and recommendations on the expansion/diversification of the trading operation, assess new sites and business opportunities and present options to the Director of Income Generation & Marketing, Senior Leadership Team, and Trustee committees
- Ensure all trading income is raised lawfully, with particular regard to data protection legislation, Charity Commission guidance and Fundraising Standards and Charity Retail Association codes of practice.

- To ensure the supply chain of stock (donated and new) is effectively managed, from source to point of sale and to develop new lines to maximise turnover
- Project manage new trading openings, collaborating with colleagues, and liaising with external contractors, local authorities, agents and solicitors.
- Research and identify new retail markets, trends, and opportunities, including (for example) mobile retail solutions, pop up shops, events and food and drink offerings
- Maintain an awareness of national developments, charity law, latest techniques and best practice in relation to trading and marketing in the charity sector.
- Working alongside Marketing & Engagement colleagues, lead on regular promotions and campaigns to maximise the trading income
- Develop and deliver an agreed trading strategy enhancing existing income streams to ensure sustainable income, identifying and developing new trading opportunities to deliver growth in revenue and profit.
- Ensure that excellent customer service standards are achieved and maintained by monitoring customer feedback, ensuring that customer complaints are dealt with effectively and promptly and supporting any required training of staff and volunteers.

Staff & Volunteer Management

- To motivate and lead the trading team of staff and volunteers to generate maximum profits for the hospice to achieve annual income targets
- To ensure the trading team are adequately trained and equipped to offer excellent customer service, effectively merchandise, price and display stock (donated and new), making best use of retail space available, in order to achieve optimum stock levels and presentation
- To act as the main communication link between the Hospice and the shop teams ensuring they are kept abreast of developments and appreciation of their worth to the organisation and that the work of the hospice is known and understood by all those who are part of the trading team
- To provide strong leadership, support and performance management to develop a strong team of managers. To include regular one to ones, appraisals, objective setting and agreeing targets and objectives
- Work with the People Services Team to develop a strategic approach to the recruitment and training of volunteers
- Carry out shop visits to ensure visibility to the retail staff and volunteers
- To ensure a safe environment that protects all people (staff, volunteers and public) from harm
- Create, develop and maintain up to date policies and procedures and ensure these are embedded across the operation and achieving full compliance.
- To recruit, support and develop direct reports, ensuring that employees receive necessary training and new starters work through a full induction programme.

Premises & Asset Management

- To oversee the acquisition, negotiation of leases, fitting and launch of new shops. To include liaison with the Director of Income Generation and Marketing & Engagement Manager on appropriate shop launch marketing activity

- To take responsibility for all aspects of trading security, stock, premises, money and staff, holding keys for all retail outlets
- To work with the Head of Facilities and Safety to ensure the retail operation complies with legislation requirements, e.g. Health and Safety, Fire Regulations etc
- To oversee that all employees & volunteers within your team are properly inducted and are aware of the shop fire risk and Health and Safety procedures and their responsibilities in respect of these
- To ensure all trading premises and vehicles are appropriately maintained within budget and agreed timescales
- Ensure all products for sale are compliant with Health and Safety regulations and Trading Standards
- Work with the Marketing Team to ensure all outlets, signage, materials and activities are in line with Hospice Branding standards

Health and Safety

All employees have a duty to take reasonable care to avoid injury to themselves and others. They are to make themselves aware of the Eden Valley Hospice' Health and Safety Policy and procedures, thus ensuring a safe working environment. Line Managers are responsible to promote working safely and ensuring that their team are carrying out duties in a safe manner.

Data Protection and Confidentiality

All employees have a responsibility in line with information governance to maintain confidentiality and ensure the principles of the Data Protection Act 1998 are applied to patients, clients, staff, volunteers and Hospice business information, including electronic information. Only information required to fulfil the duties of the role should be accessed by the post holder.

All employees have a responsibility to use electronic systems in a way that preserves the dignity and privacy of people, helps to ensure services of the highest quality, and is compliant with the law and Hospice policies and procedures

Training

All employees are expected to keep their mandatory training up to date. Line Managers are responsible for ensuring their team have adequate time and resources to ensure all mandated training requirements are completed. Annual appraisals are to be completed in a timely manner, in which relevant development and training requirements are identified.

The range of duties and responsibilities outlined above are indicative only and are intended to give a broad flavour of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the post holder.

Person Specification

Knowledge and Qualifications	Essential	Desirable
GCSE qualifications including Maths and English (Grade C or above)		✓
Knowledge of Trading Standards practice	✓	
Knowledge of charity law and guidance set out by the Charity Retail Association		✓
Knowledge of MS Office, with the ability to analyse figures in Excel	✓	
Knowledge of Gift Aid		✓
Knowledge of Health and Safety relating to trading environments	✓	
Experience		
Experience of management and leadership in the trading/commercial sector	✓	
Experience of working within a charity retail environment		✓
Proven experience of driving and growing e-commerce		✓
Experience of budgetary control	✓	
Experience of working to targets	✓	
Demonstrable experience of strategic planning in a trading/commercial context		✓
Experience of recruitment and selection, appraisal and supervision	✓	
Experience of managing a remote team		✓
Experience of managing volunteers		✓
Skills and abilities		

Ability to set high retail standards and levels of customer service	✓	
Ability to work calmly and methodically under pressure	✓	
Able to resolve conflict and build consensus.	✓	
Visible Leadership skills – can motivate others to achieve	✓	
Able to work collaboratively and listen to the needs of internal stakeholders	✓	
Ability to demonstrate a solution focused approach	✓	
Proven strong organisational skills with ability to set up and manage systems	✓	
Ability to adapt to changes in market and business expectations	✓	
Excellent and accurate communication skills both verbal and written	✓	
Ability to manage time by multi-tasking and using own initiative	✓	
Excellent and accurate numerical skills	✓	
Aptitude and enthusiasm for embarking on fresh initiatives	✓	
Personal qualities		
Approachable, professional, and compassionate	✓	
Strong sense of responsibility and accountability	✓	
Able to act on own initiative as well as a team member	✓	
Good interpersonal skills and ability to communicate at all levels	✓	
To adhere to and work within our hospice values	✓	
Special requirements		
Car driver – full driving licence and access to own transport, or the ability to travel across our retail operation independently.	✓	
Willingness to work flexibly to meet the needs of the service, including occasional weekends	✓	