

Job Description

Job Title:	Head of Retail
Grade:	Band 5 (£28,407 to £34,581)
Hours of Duty:	Full Time - 37.5 hours per week

Organisational Arrangements

Accountable to:	Director of Income Development & Marketing
Other Accountabilities:	Chief Executive Officer

Role Summary

The Head of Retail will be a senior member of staff within the Hospice Income Development Team, with overall responsibility for managing and supporting the Hospice's Retail arm in order to maximise income from the shops and other trading initiatives.

Manage and lead all retail and trading operations; maximizing income from donated and bought-in goods through innovative initiatives, and overseeing a team of paid and voluntary staff. Lead the strategic expansion of commercial activities of all retail and trading operations.

To promote a positive image of Dr Kershaw's Hospice through the retail outlets in respect of positively representing and raising awareness of Dr Kershaw's Hospice in the local community; to raise funds that will help us to continue to provide excellent care for the people of Oldham and surrounding areas.

Key Responsibilities

Retail Operations

- Develop an annual business plan and budget for trading and bought-in goods in agreement with the Director of Income Development & Marketing and the Finance Manager
- Provide leadership and overarching management of the Hospice network of charity shops, ensuring each shop delivers agreed targets and KPIs
- Lead and manage the E-commerce and Trading arm, ensuring delivery against agreed targets and KPIs

- Work with Income Development colleagues to explore cross working opportunities to increase income, including but not limited to; events sales and promotion, the sale of lottery & raffle tickets in retail outlets
- Overall responsibility for the acquisition, movement, promotion and management of stock across all retail operations
- Taking corrective action when performance falls below anticipated income target levels within any or all retail units
- Ensure financial control through the monitoring and review of monthly management accounts to ensure targets are met
- Develop and implement a coherent e-commerce strategy
- Monitor and evaluate the strategy, ensuring ownership by individual managers, and deliver project milestones and financial targets
- Regularly review the effectiveness of the retail operations; recommending and implementing changes to maximise profitability
- Maintain up to-date policies and procedures and ensure these are embedded across the retail operations
- Work with the Head of Marketing and Communications to ensure all premises, facilities, signage & materials incorporate organisational branding and key messaging
- Provide clear leadership to ensure the business maintains the highest retail standards in terms of stock resourcing, assortment, presentation, and merchandise layout and display
- Work with the Finance Manager to support the management of the retail property portfolio including acquisitions, closures, leases, utilities, refurbishing, and rent reviews
- Manage and develop processes to maximise income from the Gift Aid scheme in accordance with General Data Protection Act 2018 and which complies with HMRC requirements for reclaim purposes
- Ensure all retail and trading income is raised lawfully, with particular regard to data protection legislation, Charity Commission guidance and Fundraising / Charity Retail Association codes of practice and advise on all relevant changes

Effective Leadership

- Direct Line Management of the Retail Area Manager and the Sales & Distribution Manager
- Overarching management of the Retail Managers and the wider Retail Team to deliver operational excellence; including monthly Team meetings
- Ensure effective systems are in place for the management of staff including setting objectives, targets, and KPIs, monthly 1-2-1 meetings, annual appraisal, and personal development planning, ensuring a high-quality service and achievement of annual work plans

- Conduct a training needs analysis, as part of the appraisals process, that directs and influences a Retail & Trading Training Plan
- Work with the Volunteer Department to ensure effective systems are in place for recruiting, managing, and training of volunteers
- Ensure team members are aware of all relevant legislation, any organisational and service developments, and ensure staff are fully integrated into the culture of the Hospice

Develop & maintain knowledge of the retail market

- Maintain an up to date knowledge of the retail market and the activities of other charitable organisations to identify market gaps and new opportunities
- Maintain an awareness of national developments, latest techniques and best practice in relation to retail, trading, and marketing in the charity sector
- Participate in activities on behalf of Dr Kershaw's Hospice developing networks with other organisations including hospices and local charities

Other Duties

- Represent the Hospice at internal and external events, including third party fundraising events and cheque presentations, as required;
- Keep up-to-date on best practice within the charity sector/charity retail sector generally and particularly changes to communications, legislation, and codes of practice;
- Provide information and assets to support and contribute to the Hospice's established Communications department;
- Support the promotion of all Income Development activities and Hospice services;
- Undertake all relevant Income Development fundraising administration using the Hospice's CRM database and in line with GDPR regulations;
- Responsibility for cash handling and accurate record keeping and reporting;
- Be able to work flexibly, including evenings and weekends, which may entail hours being spread across multiple days;
- Any additional responsibilities as deemed appropriate by the Community & Partnerships Lead or the Director of Income Development & Marketing.

Volunteers

Dr Kershaw's Hospice is generously supported through its active volunteers who work alongside employees of the Hospice, across all departments, helping to fulfil the needs of the services.

As part of all roles at the Hospice, it is expected that all post holders commit to assisting and supporting volunteers to perform their roles to the best of their ability. In addition, it may

be required of the post holder to act as a volunteer lead if identified with the Volunteer Co-ordinator, as appropriate.

Health and Safety/Security

1. To be familiar with all requirements of the Health and Safety at Works Acts and the Hospice Health & Safety policies and regulations applicable to the post.
2. To co-operate actively with the nominated Health & Safety person in achieving the aims of the Hospice Health & Safety Policy, Fire Regulations, related issues and various procedures and ensure the legal requirements are met.
3. To take responsible care for the health and safety of themselves and of others who may be affected by their acts or omission, and comply with the Health and Safety legislation.
4. To wear appropriate safety clothing and use appropriate safety devices as requires, and not to interfere with or misuse anything which is provided in the interests of health and safety.
5. To report and co-operate with the investigation of all incidents and accidents that have led to or may lead to injury and to report all hazards or shortcoming in the protection arrangements.
6. To ensure as far as predictable that all materials used within the Hospice and its subsidiaries for fundraising activities are properly stored, used and disposed of and that any items of equipment are properly tested, used, maintained and repaired as necessary.
7. To oversee Risk Management Assessments and ensure outcomes are acted upon.

Education & Training

The post holder will:

1. Participate in the hospice appraisal system.
2. To maintain high professional standards and to continue own personal and professional development.
3. Assist in teaching and supervision of other members of staff and volunteers.
4. Participate in the orientation of new staff.
5. Attend all mandatory training/update sessions.

General

1. **Confidentiality** - It is a condition of employment that staff will not disclose any information obtained in the course of their duties other than to those entitled to receive it. The post holder must ensure that the confidentiality of personal data remains secure and the terms of the Data Protection Act and relevant Hospice policies are met in respect of information held on the Hospice computer system.
2. **Equal Opportunities** – The Hospice is committed to equality of opportunity. All staff are required to comply with current legislation and Hospice policies.
3. **Health and Safety** – Staff must ensure they are familiar with the requirements of the Health and Safety Work Act (1974) and the Hospice Health and Safety policies and regulations applicable to their post.
4. **Safeguarding** – Dr Kershaw’s Hospice is committed to safeguarding adults and children and expects all staff to share in this commitment. Staff have a responsibility to ensure that they are aware of specific duties relating to their role and should familiarise

themselves with the Hospice safeguarding policy. Regular safeguarding training updates will be held and are mandatory for all staff.

The above indicates the main duties that may be reviewed in the light of experience and developments within the service. Any review will be undertaken in conjunction with the post holder.



PERSON SPECIFICATION

JOB TITLE: Head of Retail

Note to applicant: When completing your application form you should demonstrate the extent to which you have the necessary education, experience, knowledge and skills identified for the post.

KEY: E = Essential D = Desirable A = Application I = Interview P = Practical S = Short listing criteria		
Requirement	Essential/ Desirable	Assess from:
Education & Qualifications		
Educated to A-level standard or equivalent, or have substantial relevant work experience in a similar position to a minimum of 5 years	E	A, S
GCSE passes in English & Maths (grade A-C) or equivalent	E	A
Post graduate or professional qualification	D	A, I
Experience & Knowledge		
Experience within the retail sector	E	A, I, S
Experience within the charity retail sector	D	A, I
Strategic thinking and planning skills; with the ability to identify and evaluate new developments to core business	E	A, I
Experience in managing and good knowledge of Gift Aid in the charity retail environment	D	A, I
Experience of second-hand furniture retail	D	A, I
Substantial knowledge and expertise within retail management including pricing, branding, merchandising, stock management	E	A, I, S

In-depth knowledge of retail provision within the not-for-profit sector, including stock sourcing, pricing, legal and regulatory requirements, goodwill and links to organisational brand	D	A, I
In-depth knowledge and application of legal requirements relating to retail premises and operations, and health and safety within public retail premises	E	A, I, S
Excellent knowledge of people management, including recruitment, performance management, application of employment policies, training and development	E	A, I, S
Knowledge of volunteer management and application of volunteer policies	D	A, I
Experience and strong knowledge of financial management; including budget setting, forecasting, and achieving income / profit targets within a multi –premise retail operation	E	A, I, S
Personal Attributes		
Highly effective leadership skills and a good motivator; in order to lead and motivate a substantial and diverse team across a number of locations	E	A, I, S
Committed to equal opportunities, anti-discrimination, anti-oppressive policy and practice and social inclusion and how this translates into good practice	E	A, I
Works in an empathetic and sensitive way at all times, particularly when in contact with or distributing information to/on behalf of Hospice families	E	A, I
Committed to the values and work of voluntary and community organisations	E	A, I
Excellent organisational skills, combined with good problem – solving skills, and the ability to work on a number of competing high priority projects at once	E	I
Enthusiastic and self-motivated with a professional, entrepreneurial approach	D	A, I
Application of creative and lateral thinking, combined with good problem-solving skills	E	A, I, P
Excellent interpersonal skills, including negotiation, facilitation and conflict resolution skills; with the ability to build relationships and work collaboratively with colleagues	E	A, I, P
Excellent communication skills with an excellent standard of written and oral English; with the ability to write and present business and financial reports	E	I, P
Good knowledge of the local area and retail trends and developments within the area	D	I
Ability and willingness to work flexibly including some evening and weekend work	E	I
Able to travel in course of carrying out duties with a full driving licence and reliable vehicle	E	A, I, S