

## Staff Role Profile: Shop Manager

<b>Job Level</b>	3	<b>Reports to</b>	Area Retail Manager
<b>Contract</b>	Permanent	<b>Directorate</b>	Fundraising

### Scale and scope of role

<b>Direct reports</b>	1-3 staff depending on shop size Up to 40 volunteers	<b>Indirect reports</b>	1 or 2 retail van drivers depending on area
<b>Budgetary responsibility / accountability</b>	Depending on shop size responsible for contributing on average up to £35,000 net profit per annum.	<b>Accountability for other resources</b>	Shop health and safety, security, stock donations, customer satisfaction, data protection (Gift Aid)
<b>Reach and impact</b>	Provision of a customer focussed shop team that is the 'window of the Red Cross' on the high street. To uphold the reputation of the organisation and to engage with local trading opportunities to maximise contributions to the shops whether this is through stock donations, volunteer hours or cash donations. To ensure that the net contribution of the shop is maximised through controlling costs and effective staff and volunteer management.		

### Context

The British Red Cross helps millions of people in the UK and around the world to prepare for, respond to and recover from emergencies, disasters and conflicts.

Our volunteers and staff help people in crisis to live independently by providing support at home, mobility aids and transport. We also teach first aid skills.

We are part of the global Red Cross and Red Crescent humanitarian network. We refuse to ignore people in crisis.

### Our principles and values

**Our values** (compassionate, courageous, inclusive and dynamic) underpin everything we do. As a member of the Red Cross and Red Crescent Movement, the British Red Cross is committed to, and bound by, its **fundamental principles**: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

## Directorate overview

The role of Shop Manager sits within the Fundraising directorate.

The Retail Department, which forms part of the Fundraising Division, operates around 330 Red Cross charity shops throughout the UK and has a complement of over 6,500 volunteers and 700 paid staff and a turnover in excess of £28m per annum.

## Purpose of the role

The post holder will be responsible for maximising net income earned from the Red Cross shop and be accountable for the effective management of finances, staff, volunteers, stock, premises and administration. They will deliver high standards of customer care and ensure that the image and reputation of the Red Cross is maintained. The post holder will also be responsible for seizing local trading opportunities and making management decisions that affect the shop.

## Main responsibilities

### People

- > To effectively recruit, induct, manage, train and develop paid staff and volunteers in the shop to nationally agreed procedures and standards, ensuring necessary cover is maintained during the agreed opening times of the shop
- > To ensure that all performance issues, and other issues within the shop, are addressed in an appropriate and timely manner
- > To uphold the reputation of the Red Cross by promoting and maintaining high standards of customer care and projecting a warm, appreciative and welcoming attitude towards customers, donors, staff and volunteers
- > To effectively communicate with shop staff and volunteers and other Red Cross personnel, cascading information as relevant
- > To actively promote the shop in the community and effectively respond to local queries about the services of the Red Cross
- > To take responsibility for personal and professional development

### Performance

- > To manage the shop on a day to day basis, ensuring targets, budgets and profit levels are managed and met and to motivate other staff and volunteers to achieve this same goal
- > To grow shop average weekly sales and shop average weekly profit and to motivate other staff to achieve this same goal
- > To develop and grow a commercial and customer focus for the shop, ensuring awareness of local competition, retail sector trends and current local trading opportunities

- > To seek, utilise and analyse management information, including EPoS (electronic point of sale) data, to manage shop performance, seize opportunities and make informed management decisions
- > To work with and support the wider area team to assist in the delivery of retail plans
- > To provide relief cover to other shops where required

### **Product**

- > To proactively generate stock for the shop, raising concerns with the Area Retail Manager (ARM) as relevant
- > To effectively manage donated stock, gift-aided stock and bought in goods, ensuring that necessary standards relating to quality, quantity, stock rotation and stock room management are maintained
- > To actively sign up donors to Retail Gift Aid and customers to the Red Cross loyalty card.
- > To ensure the appropriate and optimum pricing of goods in the shop at all times
- > To ensure a high standard of housekeeping, display, merchandising and shop floor management, adhering with health and safety guidance and national standards
- > To maintain an awareness of the organisation's priorities and promote the work of the Red Cross to volunteers and the general public.

### **Property**

- > To ensure the building and shop equipment are appropriately maintained at all times
- > To ensure all issues regarding property, health and safety and shop equipment are referred to appropriate teams in a timely fashion

### **Procedures**

- > To comply with national instructions, policies, procedures guidelines and legislation at all times
- > To accurately manage all shop till (EPoS) sales reporting and administrative procedures as specified by the ARM
- > To ensure the safe and secure handling of money and stock at all times
- > To attend meetings and training courses/events when required by the ARM
- > To be aware of the work, aims and objectives of the British Red Cross at international, national, area and local level

## Criminal Records Check

### Type of criminal record checks required for this role

England and Wales - Disclosure and Baring Service Check (DBS)
> None
Scotland
> None
Northern Ireland
> None

## Diversity

At the British Red Cross, we are looking for the best people to help us provide support to millions of people affected by crisis in the UK. We want our team to reflect the diversity of the communities we serve, offering equal opportunities to everyone, regardless of; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Diversity is something we celebrate and we want you to be able to bring your authentic-self to the Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness.

You can read more about our commitment to diversity [on our website](#).

## Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)
<b>Knowledge</b>	Essential ✓✓	<ul style="list-style-type: none"> <li>Ability to use financial information to make informed decisions and achieve financial targets.</li> <li>Ability to interpret and implement working practices and procedures (e.g. relating to staff and operational processes)</li> </ul>	
	Desirable	<ul style="list-style-type: none"> <li>Ability to understand issues related to working with volunteers.</li> </ul>	
<b>Skills</b>	Essential ✓✓	<ul style="list-style-type: none"> <li>Proven management skills and the on-going development of individuals and teams.</li> <li>Outstanding customer care skills.</li> <li>Proven IT skills</li> </ul>	
	Desirable		
<b>Experience</b>	Essential ✓✓	<ul style="list-style-type: none"> <li>Experience with cash handling and reconciliation</li> </ul>	
	Desirable	<ul style="list-style-type: none"> <li>Experience working in a retail environment at a supervisory level.</li> <li>Experience of using initiative for positive results.</li> </ul>	

<b>Behaviours</b>	<ul style="list-style-type: none"> <li>• Communicating and influencing – takes multiple steps to communicate and influence.</li> <li>• Leading and engaging – builds team commitment and engagement.</li> <li>• Embracing and leading change – promotes constructive change.</li> <li>• Accountability for resources – understand the broader environment and uses knowledge to deliver.</li> <li>• Managing personal impact – is self-aware.</li> <li>• Developing yourself and others – supports learning and development.</li> </ul>						
<b>Additional requirements</b>	<table border="1"> <tr> <td data-bbox="309 647 459 1106">           Essential ✓✓         </td> <td data-bbox="459 647 1217 1106"> <ul style="list-style-type: none"> <li>• Upholds the fundamental principles and acts with integrity, in accordance with the Society’s values (inclusive, compassionate, courageous and dynamic).</li> <li>• Ensures inclusive practice and promotes diversity.</li> <li>• Able to work weekends and public holidays.</li> <li>• Able to travel to cover other shops and attend training as requested.</li> <li>• Ability to lift and carry bags and boxes full of donated stock, including clothes and books, and (depending on shop) light/heavy furniture (this is a genuine occupational requirement of the role).</li> </ul> </td> <td data-bbox="1217 647 1530 1106"></td> </tr> <tr> <td data-bbox="309 1106 459 1193">           Desirable         </td> <td data-bbox="459 1106 1217 1193"> <ul style="list-style-type: none"> <li>• Able to work additional hours as necessary.</li> </ul> </td> <td data-bbox="1217 1106 1530 1193"></td> </tr> </table>	Essential ✓✓	<ul style="list-style-type: none"> <li>• Upholds the fundamental principles and acts with integrity, in accordance with the Society’s values (inclusive, compassionate, courageous and dynamic).</li> <li>• Ensures inclusive practice and promotes diversity.</li> <li>• Able to work weekends and public holidays.</li> <li>• Able to travel to cover other shops and attend training as requested.</li> <li>• Ability to lift and carry bags and boxes full of donated stock, including clothes and books, and (depending on shop) light/heavy furniture (this is a genuine occupational requirement of the role).</li> </ul>		Desirable	<ul style="list-style-type: none"> <li>• Able to work additional hours as necessary.</li> </ul>	
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**In order to be shortlisted for interview, you need to meet the essential criteria as outlined above. N.B.**  
*All disabled candidates who meet the essential criteria (✓✓) will be short-listed for interview in line with our commitment to the Disability Confident Scheme*