



Job Level	2b	Job reference No.	R0002
		Role review	February 2023
Directorate	Finance & Social Enterprises	Service/Function	Retail
Reports to	Retail Manager		

Scale and scope of role

Direct reports	0	Indirect reports	0
Budgetary responsibility / accountability	0	Accountability for other resources	0

Context

We help anyone, anywhere in the UK and around the world, get the support they need if crisis strikes: connecting human kindness with human crisis.

We enable vulnerable people in the UK and abroad to prepare for and withstand emergencies in their own communities. And when the crisis is over, we help them to recover and move on with their lives.

We are part of the global Red Cross and Red Crescent humanitarian network.

Our values and principles

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.

Purpose of the role

To deliver high standards of sales, shop merchandising, customer service and volunteer support in a safe and welcoming environment.

Main responsibilities

Sales

- Support customers, meet their needs and encourage repeat business.
- Promote additional product and sales initiatives, including maximising gift aid and round-up.
- Work towards ensuring, as a team, that targets and profit levels are met.
- Support the growth of average weekly sales.

Merchandising

- Create and maintain strong visual merchandising displays
- Encourage the local community and customers to donate stock
- Effectively manage donated stock and bought in goods, ensuring that necessary standards are maintained.

Customer Service

- Deliver high standards of customer service
- Deal with customer complaints and queries in an effective manner
- Promote the shop in the community and respond to local queries about the services of the British Red Cross

Volunteering

- Actively recruit, develop, communicate with and motivate volunteers to meet the needs of the shop.
- Maintain the Assemble system for all volunteers within the shop
- Manage the task allocation to Volunteers, guiding activity to ensure require standards of performance

Environment

- Act as a key holder and ensure the security of cash, stock and premises
- Ensure health and safety compliance at all times in the shop
- In the absence of the Retail Manager be accountable for the day to day operation of the shop, including cash handling and banking

Team Member

- Actively participates in all team meetings
- Supports other team members
- Work and behaves in accordance with all BRC policies and procedures
- Upholds the fundamental principles of the Red Cross and acts with integrity, in accordance with the Society's values (inclusive, compassionate, courageous and dynamic).

Pre- engagement checks

Criminal Records

Type of criminal record checks required for this role

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

Drivers Checks

> Required No

Diversity

At the British Red Cross, we are looking for the right 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

Person Specification

		Requirement	Evidenced obtained through Shortlisting (S) Interview (I) or Assessment (A)		
Knowledge and Skills	Essential	<ul style="list-style-type: none"> • Proven ability to make face to face sales • Understanding of financial and numerical information, and the importance of hitting targets. • Proven customer care skills • Proven IT skills • Ability to engage with a volunteer workforce Good communication and organisational skills 	x	x x x x	
	Desirable	<ul style="list-style-type: none"> • Merchandising skills 		x	
Experience	Essential	<ul style="list-style-type: none"> • Experience of working in a retail environment • Experience with cash handling and reconciliation 	x x		
	Desirable	<ul style="list-style-type: none"> • Supervisory experience • Experience of using up-selling initiative for positive results • Working with volunteers 	x x	x x	
Additional requirements	Essential	<ul style="list-style-type: none"> • Ensures inclusive practice and promotes diversity • Able to work weekends and public holidays as part of a planned rota • Ability to lift and carry bags and boxes full of donated stock, including clothes and books, and depending on the shop light/heavy furniture 		x x x	
	Desirable	<ul style="list-style-type: none"> • Able to work additional hours to cover team absences 		x	

We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act) who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.