

## JOB DESCRIPTION

**'Happy to talk about flexible working'**

<b>Job title:</b>	Retail Development Manager
<b>Department:</b>	Income Generation - Retail
<b>Hospice Band:</b>	Band G
<b>Reports to:</b>	Retail Area Manager
<b>Responsible for:</b>	None
<b>DBS required</b>	Basic

### Job purpose

This role will help the retail function accelerate new shop openings, improve performance, increase income and enhance community engagement.

It will bring extra capacity that will enable existing shops to continue to receive more high-quality support to enable them to reach their full potential and improve the wider volunteer and customer experience.

The post holder will show a clear passion and commitment to the Birmingham Hospice mission and values and support the retail team during a period of significant growth.

### Main duties and responsibilities

Work alongside the Senior Retail Management Team to deliver:

#### 1. New Shop Openings

- Lead on all operational elements of any new shop openings and pop-up shop opportunities, ensuring brand consistency and quality standards from lease signing to start of trading.
- Ensure smooth recruitment and induction of shop staff in good time prior to opening. Ensuring that any new shop staff successfully complete their shop induction and mandatory training, provide any necessary upskilling to successfully manage and run their shop independently on an on-going basis.
- Work alongside the Retail Volunteer and Training Manager to ensure new volunteer teams are in place in good time for any new locations. Supporting and integrating them quickly so they feel empowered and committed to help run a successful shop Work on-site at any new shops - from shop fit contractor handover to their eventual opening/launch to provide practical and "lead from the front" support.
- Ensure shops are merchandised to meet current standards, providing an inspirational shopping experience.



- Source and coordinate adequate and sustainable levels of suitable donations (with the help of the logistics team) from other shops, the local community and businesses or from one off stock drives to fully meet the new shops long term needs to be able to trade self-sufficiently and profitably.
- Work alongside the Retail Admin team to ensure all fixtures, fittings, IT systems, fills, signage and other consumables are ordered and delivered in good time for any new shops opening.
- Work alongside the Retail Communications Officer to deliver local marketing and promotional activity to generate volunteer leads, early stock donations and eventual good footfall and income on opening.
- Work alongside the fundraising events and community teams in coordinating their local activities to that of the shop opening and developing good relationships with the designated fundraising “buddy” for the store.

## 2. Retail Events

- Plan, coordinate, and deliver a programme of retail events, including, but not limited to:
  - Pop-up sales
  - Fashion shows
  - Rummage sales
  - Attendance at external community events and festivals
- Manage logistics, volunteers and stock deployment for events by coordinating with all relevant retail departments to ensure a smooth and successful standalone operation that does not impede on the day-to-day operation of the other retail shops.
- Liaise with the Retail Communications Officer to promote events locally through marketing, social media, and community engagement.
- Liaise with fundraising events and community teams to encourage cross team working and support at existing events and finding new events to attend.
- Monitor event performance and report on income generated, volunteer participation, and community reach back to Head of Retail.
- Ensure events are delivered safely, efficiently, and in line with brand and quality standards.

## 3. Operational support

- Provide full back-up support to run existing shops where needed during periods of long-term sick or annual leave by employed shop staff.
- Support the Area Managers to ensure that the area teams know what the hospice does and responsibly share key hospice messages with customers, volunteers, donors and potential external parties.
- Assist in the development, recruitment and retention of inspirational area teams; build relationships and encourage participation amongst the Shop Managers.
- Be a good communicator and demonstrate good organisational skills to make sure that everyone understands the part this role plays in supporting shops to operate efficiently.



Kindness



Togetherness



Positivity



Openness



Respect



Innovation

#### 4. Analysis and Research

- Collect data and feedback from all activities/events to inform future planning, any improvements and on-going ROI.
- Keep up to date with local and national initiatives, legislation or policy that effects charity retailing.

#### 5. Other Duties

- To adhere to organisation wide policies and procedures
- To ensure that safeguarding regulations are adhered to and policies and procedures represent best practice.
- Performing any other duties commensurate with the role as may be required from time to time by the Head of Retail.

### General duties

#### Confidentiality

- All employees are required to uphold the confidentiality of all information records in whatever format, encountered in the course of employment and after it.
- All employees are bound by the requirements of the General Data Protection Regulations when, in the course of their employment, they deal with information records relating to individuals.

#### Equality and Diversity

- The hospice is committed to promoting an environment that values diversity. All staff are responsible for ensuring that they treat individuals equally and fairly and do not discriminate on the grounds of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex and sexual orientation. The hospice expects all staff to behave in a way that recognises and respects diversity in line with the appropriate standards.

#### Health and safety

- All employees have a responsibility under the terms of the Health and Safety at Work Act 1974 to protect and promote their own health and that of others in the workplace.
- All employees must comply with all hospice health and safety procedures infection control.

- The prevention and control of infection is the responsibility of everyone who is employed by the hospice. Employees must be aware of infection control policies, procedures and the importance of protecting themselves and their clients in maintaining a clean and healthy environment.

### **Information governance**

- All employees are responsible for ensuring they undertake any training relating to information governance, read the hospice's policies, procedures and guidance documents relating to information governance, and understanding how this affects them in their role.

### **Professional development**

- All employees must participate in an annual appraisal and develop a personal development plan with their line manager.
- All employees are responsible for maintaining their statutory and mandatory training.

### **Safeguarding children, young people and vulnerable adults**

- The hospice is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All employees and volunteers are expected to behave in such a way that supports this commitment pandemic or major incident.
- In the event of a pandemic or major incident, the post holder may be asked to undertake other duties not necessarily commensurate to the banding of this role. This could include duties in any part of the hospice. Prior to undertaking any duties, the member of staff will have full training and induction. We won't ask any member of staff to undertake duties for which they are not competent or where they feel unsafe in their environment or could put patients or themselves at risk.

**The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs.**

**PERSON SPECIFICATION**

<b>Job title:</b>	Retail Development Manager
<b>Hospice Band:</b>	Band G - £26,522
<b>Department:</b>	Income Generation - Retail

Requirements	Essential	Desirable	How identified
<b>Education and qualifications</b>	<ul style="list-style-type: none"> <li>GCSE (or equivalent) in English/Maths, or evidence of Numeracy and Literacy</li> <li>Level 2 or equivalent qualification in business administration or an associated discipline, or equivalent work experience.</li> </ul>	<ul style="list-style-type: none"> <li>Retail management qualification</li> <li>Level 3 administration related qualification</li> </ul>	A, C
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>Significant experience in a retail management role (Manager/Area Support Manager/Cluster Manager)</li> <li>Experience of recruiting, supporting and training new staff and volunteers.</li> <li>Experience of developing and delivering successful new initiatives in a diverse and varied organisational setting.</li> <li>Experience of opening new shops from “keys handover” to launch day.</li> <li>Experience of managing multiple priorities and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working in the charitable sector</li> <li>Experience of partnership working with a range of internal and external stakeholders and agencies</li> <li>Experience in event organising / promotional activities</li> </ul>	A, I and T

	<ul style="list-style-type: none"> <li>• Experience of evaluation to inform continuous development</li> <li>• Experience of working towards and meeting targets</li> <li>• Demonstrable experience of line management</li> <li>• Understanding of current retail trends</li> <li>• Knowledge and understanding of relevant legislation and best practice</li> <li>• Experience of utilising social media</li> <li>• Cash handling/Banking</li> </ul>		
<b>Personal skills and attributes</b>	<ul style="list-style-type: none"> <li>• Excellent interpersonal skills, with the ability to coach, support and influence colleagues to achieve shared goals</li> <li>• Effective team working with colleagues for all disciplines within Birmingham Hospice</li> <li>• Excellent time management skills and the ability to prioritise</li> <li>• Ability to remain calm under pressure</li> <li>• Capable of using research and insight from a wide range of sources to inform and deliver best practice</li> <li>• Full UK driving licence, access to own vehicle and business insurance and the ability to travel independently across Birmingham Hospice sites and shops</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of developing and delivering learning and development</li> <li>•</li> </ul>	A, I and T

--	--	--	--

**A= Application form**

**I=Interview**

**T=Test**

**C=Certificate**