

# Raystede Centre for Animal Welfare



## Job Description

<b>Job Title:</b>	Shop Manager
<b>Responsible to:</b>	Retail Manager
<b>Location:</b>	High Street Location
<b>Grade and Salary:</b>	Grade C

### **Background information**

Raystede Centre for Animal Welfare, established in 1952, is a charity that aims to give animals a better life through rehoming, rehabilitation and sanctuary, and give people the support and knowledge they need to treat animals with care and respect. We care for more than 400 animals every day, including cats, horses, dogs, rabbits, hens and exotic birds. We help most of the animals find new homes but also provide life-long sanctuary for those animals that cannot be rehomed. Our beautiful 43 acre site is open for visitors to get a unique glimpse into a working animal welfare centre.

Animals are at the heart of everything we do but we could not care for them without our expert and dedicated team of staff and volunteers. Surrounded by animals, lakes, trees and fields with a café, shops, parking and many other benefits, Raystede is an uplifting and rewarding place to work.

The high street charity shops are the public face of the Charity and raise vital funds for the work that Raystede carries out. The retail team are part of the Commercial and Visitor Operations department. Upholding high standards and a friendly caring approach we help and encourage people to donate and buy goods from our charity shop. Every penny of our profits go directly into helping the animals in Raystede's care.

### **Main Purpose of the role:**

Manage all aspects of the Retail charity shop operation, maintaining consistently high standards throughout the shop and storerooms, including stock management and staff rota. Deliver excellent customer service to internal and external customers. Managing the day to day running of the shop. Optimising sales. Maintaining effective stock management and merchandising. Managing and training shop volunteers. Carrying out shop administration. Taking necessary action to arrange repairs and maintenance of the premises. Ensuring adequate security. Enforcing health and safety policy and procedures.

### **Key Tasks**

*To take day to day responsibility for managing your shop.*

- To brief the Retail Manager at regular agreed intervals (and immediately if urgent) on progress in your shop.
- To propose action to them for improvements in operations.

- To maintain an awareness of developments in local shops, especially in the charity/low-cost sector, updating the Retail Manager, as required.
- To maintain an awareness of the work of Raystede and relevant local or national issues through press, media and local views.
- To maintain and develop good channels of communication with colleagues in other shops
- To assist the Retail Manager and Head of Commercial as required in area wide initiatives, for example new shop openings.
- To provide cover for Shop Managers from time to time in other stores, as required by the Retail Manager. This would usually be through negotiation and mutual agreement, although in an emergency you may be asked to cover at short notice.

### **Sales**

Achieve and exceed agreed income targets through encouraging proactive stock and donation generation and sales

- To initiate marketing campaigns and sales promotions to increase sales.
- To ensure the shop is competing effectively with local competitors.
- To ensure all staff maintain a high standard of customer care.
- To promote the store in the local community through initiatives, for example initiating stock appeals by organizing local leaflet distribution.
- To maximise the sales potential of new goods and Christmas cards.
- To maximise Gift Aid income

### **Stock management**

Effective management and sorting of stock including accurate and optimum pricing, ability to maintain a well organised stockroom and optimum floor layouts and planograms in agreement with Retail Manager

- To control pricing in line with company policy.
- To ensure the highest possible resale value of donated stock.
- To control coding and processing of stock and to ensure quality control.
- To apply company display, merchandising and window dressing standards.
- To control stock density and rotation.
- To initiate local stock and sales promotions.

### **Staff**

Recruit, manage, motivate and train a team of volunteers who will be positive brand ambassadors for Raystede and to co-ordinate and produce workable volunteer rotas to assist with the general running of the shop.

- To provide adequate supervision for the assistant manager(s).
- To provide training for all shop volunteers.
- To recruit volunteers.
- To lead and develop the volunteer team in your shop, encouraging effective communication, setting objectives, initiating work plans and helping to foster a positive team spirit through regular team meetings.
- To attend training programmes and liaise with/attend team meetings of managers in your area.

## **Admin**

To complete daily/weekly sales returns and brief Retail Manager and Head of Commercial as required.

- To ensure shop costs do not exceed agreed budget.
- To ensure that all Gift Aid administration is completed accurately.
- To ensure that Data Protection and Information Governance procedures are followed.
- To apply Trading Standards Regulations in the shop and ensure staff are aware of these.
- To apply cash management and security procedures.
- To take action to ensure the shop is adequately staffed, setting and maintaining volunteer rotas.
- To control and requisition shop supplies.
- To process post.
- To bank takings using agreed banking procedures

## **Premises, security and safety**

*To ensure shop housekeeping is to company standard.*

- To take day to day responsibility for shop exterior.
- To ensure all shop equipment is kept in good working order
- To inform Retail Manager of necessary repairs and maintenance.
- To act as main key holder and delegate key holding to other volunteers within procedural guidelines.
- To ensure the security of shop takings.
- To provide best circumstances for the personal security of volunteers.
- To ensure that security procedures are understood and implemented by all volunteers
- To apply company Health & Safety regulations in accordance with guidelines by:
  - Maintaining Health & Safety records
  - Undertaking required fire drills.
  - Ensuring Fire Equipment is correctly sited and serviced.
  - Ensuring electrical equipment is properly maintained.
  - Implementing risk assessment procedures as stated in the shop manual.
  - To ensure that health and safety procedures are understood and implemented by all volunteers.

## **General**

- At all times ensure and maintain a compassionate, professional and efficient public image for the charity
- Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role
- Take responsibility for ensuring own health and safety and that of others who may be affected by your acts and omissions. Report any health and safety risks to your manager.
- Work within the policy framework of Raystede Animal Centre and adhere to the terms laid out in the employee handbook

## **Key Working Relationships**

General public, giving people the best experience in our shop through excellent customer service

Colleagues, team working is essential

Commercial team, being part of a bigger team to maximise efficiencies and share best practice

## Scope and Accountability

<b>Decision making and limits of authority</b>	<ul style="list-style-type: none"> <li>• Take responsibility for the day to day operational needs to ensure smooth running of the shop</li> <li>• Defer to the Retail Manager, or Head of Commercial for anything over and above</li> </ul>
<b>Financial resources</b>	<ul style="list-style-type: none"> <li>• Cash handling, cashing up tills and daily banking. Security of daily takings</li> </ul>
<b>Material assets</b>	<ul style="list-style-type: none"> <li>• Accurate stock control and date rotation to minimize waste.</li> <li>• Stock security and anti-theft procedures</li> </ul>
<b>Information and communication resources</b>	<ul style="list-style-type: none"> <li>• Use of PC and email to be conducted in line with policy and procedure</li> </ul>
<b>People management</b>	<ul style="list-style-type: none"> <li>• Line manage staff plus a team of volunteers</li> </ul>
<b>Legal, regulatory and compliance responsibility</b>	<ul style="list-style-type: none"> <li>• Ensure the team comply with Gift Aid and GDPR laws</li> <li>• Ensure H&amp;S records are accurate and legally compliant</li> </ul>

## Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Education and Qualifications</b>	<ul style="list-style-type: none"> <li>• Good standard of English and Maths</li> </ul>	Retail qualification
<b>Knowledge and Experience</b>	<ul style="list-style-type: none"> <li>• 3 years retail experience in a management or supervisory role</li> <li>• Charity shop experience</li> <li>• Strong leader of people</li> <li>• Good customer service skills</li> <li>• Positive and supportive of new ideas and processes that help service and offer ways to continually improve.</li> <li>• Well organised and able to work in a tidy manner</li> <li>• Accurate till operation and cash handling procedures</li> <li>• Good numeracy and literacy skills</li> <li>• Ability to work effectively within a team</li> <li>• Good communication skills, ability to positively interact with different groups of people, both internal and external customers</li> <li>• Good basic IT skills including Microsoft Word, Excel and Outlook and EPOS experience</li> <li>• High standards of personal hygiene</li> <li>• Knowledge of health and safety best practice.</li> </ul>	
<b>Key Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Proven communication skills, written and oral.</li> <li>• Ability to lead a diverse team, and build excellent working relationships.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Ability to manage personal deadlines and prioritise a demanding workload.</li> <li>• Ability to manage relationships with tact and diplomacy.</li> <li>• Excellent attention to detail.</li> </ul>	
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Personal, sociable and people orientated</li> <li>• Commitment to equality, diversity and inclusion and understanding of how it applies to own role</li> <li>• Empathy and interest in animals and their welfare</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• To have a flexible approach to working hours.</li> </ul>	