

Retail

Area Sales Manager

Age UK

Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

The job, in a nutshell

To maximise retail net profit in a number of shops through developing and implementing operational plans to drive sales, manage stock and control costs at area level. To manage, motivate and coach the shop teams to increase the sales opportunities that drive sales growth.

What you'll do for us

Operational Management

- Conduct regular shop visits and formulate action plans that develop sales, profitability and the shop team
- Continually meet or exceed sales/profit delivery in line with budgets and expenditure.
- Ensure adherence to agreed policy, procedures, standards and audit requirements.
- Ensure projects and promotions meet required expectations and add value to the business e.g. events, stock appeals.
- Build a positive and commercially focussed environment at shop level. Ensure all shops meet or exceed agreed KPIs and actively manage underperformance.



“I love working for Age UK because of the people, I've worked in retail for over 30 years and the people here are incredible, compassionate, hardworking and committed to such a great cause. It has renewed my faith in human nature.”

Lindsay
AREA SALES
MANAGER

Our values

WE ARE BOLD

In doing what's right for older people - We are unafraid in standing up for older people and in seeking support for our work with them.

WE ACT TOGETHER

With and for older people - We act as one team, collaborating to get things done.

WE ARE FOCUSED

On what makes most impact for older people - We never forget that older people are at the heart of everything we do.

Area Sales Manager



- Implement strategies to maximise income from donated, Gift Aid and bought in goods to ensure opportunities are fulfilled.
- Challenge and maximise trading potential e.g. extended opening hours, Sundays, bank holidays

Financial Management

- Contribute to the planning of annual financial budgets
- Monitor sales, expenditure and key performance information to identify opportunity
- Provide reports on business performance and actions in place to further profit growth
- Identify opportunities to grow the business, and provide business cases to support activity
- Take day to day decisions within defined work area, including resources against agreed plans.
- Submit business cases to support new shop acquisitions, proposed shop refits or shop disposals.
- With the Property Department agree budgets, manage maintenance and support refits and new shop openings where required. Minimise loss of income during refits and maintenance work.
- Maintain up to date knowledge of competitor, market place and trends
- Establish credibility and develop relationships with key stakeholders e.g. local Age UK's

Stock / Commercial Management

- Ensure sufficient, cost effective stock generation at shop level to maximise financial performance
- Drive initiatives to increase levels of stock acquired over the door e.g. corporate donations, local businesses, schools, media activity
- Manage both in-house and self-employed stock collection operations.
- Ensure market values are obtained for all stock and national pricing guidelines are followed.
- Ensure stock on sale is of suitable quality, quantity and fashion.

Location

Field based

People management

Yes

Division

Age UK Trading CIC



ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.

Area Sales Manager



- Ensure bought in goods are managed for maximum profit with stock controlled and losses minimised.

People and Performance Management:

- Ensure the right culture, skills and, knowledge are in place to deliver the business plan and Age UK competencies and values are upheld
- Ensure performance management and people development processes are in place
- Develop team structures which support profit objectives and business needs
- Lead, coach, challenge and develop the team to deliver improved sales and exceed KPI's
- Ensure financial reports and information are communicated to direct reports regularly
- Increase volunteer numbers in line with agreed targets. Support volunteer induction training and ongoing volunteer management

Field Management

- Plan, manage and execute meetings with shop manager team as required.
- Cascade instructions and messages to shop level in a positive and engaging manner.
- Ensure publicity for Retail outlets and trading activities is maximised with support from Communications/PR teams as necessary.
- Manage, develop and implement the roll out of promotions and promotional support
- Ensure customer service standards are implemented and maintained at shop level
- Ensure consistent standards of presentation and operation are achieved and maintained throughout the area in line with retail guidelines.
- Maintain the corporate identity of Age UK/subsidiaries brand throughout all shops and initiatives.
- Implement security procedure as agreed with Divisional Sales Manager.

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- Lead on projects, focus on specialist areas and participate in working parties as directed.
- Ensure all administration is completed accurately within agreed timescales

Quantitative Expectations:

- Experience in continually meeting or exceeding sales and profit delivery across all revenue streams in line with budgetary expectations, expenditure and ROI
- Ensure the roles' KPIs are achieved as well as those of direct reports.
- Quickly and effectively deal with performance issues within the area.
- Budget Responsibility of c£1.5 - 2m in income / expenditure.

Must have's:

- Successful proven record of achievement in a multi-site retail business environment at area level or senior shop manager level.
- Successful proven experience of multi-site management within a geographically diverse area
- Proven and track record of commercial success and achievement of financial results.
- Experience of managing staff and performance management.
- Experience of recruiting and developing staff.
- Full current driving license

Great to have's:

- Current working knowledge of all major retailing environments within UK
- Competence in reading and interpreting financial statistics, reports and complex data
- Ability to set and monitor shop budgets.
- Ability to build and maintain an effective team, recognise potential and manage performance.

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- Ability to plan and prioritise the work of yourself and others.
- Ability to work on own initiative.
- Able to effectively communicate at all levels within the organisation, with volunteers and members of the public.
- Knowledge of health and safety, in relation to a shop environment.
- Awareness of issues relating to recruiting and retention of volunteers.
- Use of Microsoft based IT programmes including, Word, Excel, and Outlook or similar
- Able to plan and implement large scale resource deployment
- Competent presentation skills to deliver to diverse audiences

Other:

- Ability to demonstrate sensitivity to cultural differences and gender issues, as well as commitment to equal opportunities
- An entirely flexible approach to working hours and extensive travel demands including some overnight stays.
- Whilst based on a 35-hour contract it is recognised and accepted that retail is not a Monday to Friday 9am to 5pm job and may require travel outside of the core working day.

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