



JOB PROFILE

Job Title:	Retail Business Manager
Department	Retail, Fundraising and Marketing
Location	Home-based
Reports to:	Head of Strategic Operations
Grade:	Dark Red
Budget responsibility:	Region income and Expenditure
Line management responsibility:	Shop Managers and Volunteers

Child Safeguarding Level 1

This post has been classified to be a Level 1 position. A Disclosure and Barring Service (DBS) basic check or equivalent overseas police check will be obtained for employees at this level prior to their Start Date. As the post is not covered by the Exceptions Order 1975 to the Rehabilitation of Offenders Act 1974, any spent criminal convictions will not be considered when considering suitability for the role.

Background

Our vision is that every child doesn't just survive but thrives so that they can realise their full potential and go on to change the world.

Fundraising & Marketing's purpose is to work with the Influencing and Global Programmes Divisions to inspire, nurture and grow active long-term relationships with key segments of the UK public, corporate partners and influential individuals, to create substantial and sustainable change for children. Across our community networks, our individual supporters, our shops and our generous corporate partners and philanthropists, our fantastic supporters are at the heart of everything we do. We offer opportunities to engage which help our supporters and partners love us more each day. We nurture and grow deeper connections that last. And we change how we work in order to meet supporters where they are.

By doing this, together with the Influencing Division, we will deliver for children:

- a long-term and sustainable unrestricted income stream
- a restricted income pipeline aligned to Save the Children's strategic priorities
- a group of highly committed supporters who are willing to take high value campaigning actions for children
- a supporter base which is willing to speak out on children's behalf when we need them

As a Retail team, we **provide a retail offer and channel** to our supporters and mass audiences **to raise income, provide a local brand experience and engage supporters in specific products/campaigns**, through our retail chain and online.

Save the Children shops are vibrant **community hubs** with children at their heart.



Providing welcoming spaces where communities come together to create a home for loved products and a place to **share ideas**.

Where we tell children's stories and listen to their voices and we act in their spirit - with **generosity, creativity and kindness**.

Where every decision you make helps unlock a child's potential.
Together, shoppers, donors and volunteers help build a brighter future.

Job Purpose:

The Business Manager will lead a selected group of shops through significant investment projects, including relaunches, refits, and new acquisitions as well as delivering significant income growth in shops where such potential is identified across a wide area of the UK. The role is pivotal in driving change within the retail business, acting as an ambassador for our retail vision.

The role will lead Shop Managers ensuring they fully engage with retail plans and deliver a set of KPIs aimed at future proofing SCUUK's retail operation. The role will collaborate closely with several roles across retail to test, develop, implement, and maintain best practice operations, ensuring smooth handover to the Area Manager team at the end of each project.

Key accountabilities:

RETAIL DEVELOPMENT

- Supports the delivery of the Retail strategy including trials of new initiatives and ways of working.
- Work with Area Managers and support teams to recruit and induct the best talent into Shop Management positions across the diversity of our propositions.
- Line manage Shop Managers (while shops are in the Strategic Development 'zone') including Recruitment, Retention, Development and Performance Management in line with our values and processes.
- Lead and inspire through change management to engage and motivate teams, ensuring shop teams fully understand and engage with our aims
- Collaborates closely with Retail Development Projects Lead and Proposition Teams to deliver operational aspects of all refits, relaunches, and new shop openings.
- Work closely with/be an ambassador for the Brand and Proposition teams to build model shops. deliver experiences at the highest levels through all aspects of the supporter journey.
- Collaborates with Retail Insight & Analysis Manager to develop relevant KPIs & to report progress and learning to wider retail leadership.

DELIVER RESULTS

- Drive and deliver commercial expectations for relaunches and significant income uplifts to meet return on investment expectations.
- Collaborate with Product Managers to support the local generation of stock, and to analyse replenishment and sell through data to ensure optimum stock levels.
- Collaborate with Retail Volunteering & Communities Insight Manager to analyse community demographics to plan and enable volunteer recruitment strategies. Support Shop Managers to deliver these plans
- Oversee compliance to ensure model shop standards across allocated network.
- Use business skills to inform evidence-based decisions to improve retail operations.

BUILD & EMBED BEST PRACTICE

- Build shop capacity, capability & sustainability in preparation for handover to Retail Operations.
- Capture best practice and collaborate with Knowledge and Resources Executive to deliver agreed How to Guides to build our Operational Framework.
- Support the handover process between Business Managers and Area Managers.
- Collaborate with Retail People Development Manager to inform training needs and content (to enable and embed best practice at scale)
- Develop, trial, and implement the most effective retail processes and procedures throughout our operation, leading a culture of continuous improvement.

The role of the Retail Business Manager is to carry out the responsibilities of the role in a way which reflects:

- Save the Children's commitment to safeguarding children in accordance with the Child Safeguarding Policy;
- A commitment to Save the Children's vision, mission, values, and approach
- A commitment to effective management of risk, by operating within the Charity's code of conduct, policies, procedures, and controls and by carrying out the risk management and assurance responsibilities of the role as set out in the Risk Policy and Procedures
- Embodies and demonstrates the Save the Children Retail Ethos, leading by example in all interactions with staff, volunteers, and supporters

Other

- Be willing to work additional hours and to perform any other duties as and when required by the business which includes being part of a weekend rota system.
- Be willing to work on or support projects both at regional and national level
- A willingness to travel on a regular basis

Key Competencies

- **Leading and inspiring others.** Demonstrates leadership in all our work, embodies our values, and articulates a compelling vision to inspire others to achieve our goals for children.
- **Delivering results.** Takes personal responsibility and holds others accountable for delivering our ambitious goals for children, continually improving own performance or that of the team/organisation.
- **Innovating and adapting.** *Develops and implements innovative solutions to adapt and succeed in ever-changing and uncertain global and working environments*
- **Applying technical and professional expertise.** Applies the required technical and professional expertise to the highest standards; promotes and shares best practice within and outside the organisation.
- **Working effectively with others.** Works collaboratively to achieve shared goals and thrives on diversity of people and perspectives; knows when to lead and when to follow and how to ensure effective cross- boundary working.



- **Communicating with impact.** *Communicates clearly and confidently with others to engage and influence; promotes dialogue and ensures timely and appropriate messages, building confidence and trust.*

Essential Technical Skills:

- Understanding and able to use Microsoft office/Sales Space Analysis/ read P&Ls/ understand Gift Aid performance
- Community Marketing – Promotion / social media / Relationship Building / Networking
- Knowledge and experience of Volunteer Management
- Retail Management experience and/or charity retail experience

Personal Skills:

- Embodies and demonstrates the Save the Children Retail Ethos
- Collaborative approach with excellent facilitation, communication, and interpersonal skills, able to inspire support and action from a diverse group of people
- Personable, with a positive outlook able to deal with difficult situations and give/receive feedback
- Entrepreneurial and driven by results
- A team player and strong communicator with the ability to work independently and on own initiative
- Self-motivated and able to work under pressure with strong organisational and time management skills
- Ability to recognise and prioritise opportunities with the greatest potential
- Possession of a full clean driving licence

