

**Job Title:** Shop Manager

**Reporting To:** Head of Retail

**Job Summary:**

To be responsible for all aspects relating to managing the charity shop, including but not limited to: staff, volunteers, customer service, stock management, sales and promotion, financial records, administration, compliance with current legislation.

The Manager's role is fundamental to ensuring the smooth running of the shop at every level, leading the store to generate income, against a budgeted sales target, whilst also being expected to control shop expenditure.

As a vital part of the Midlands Air Ambulance Charity (MAAC) Group, you will lead the shop team to promote the organisation's lifesaving charitable cause. As part of the retail management team, you will represent the charity in a professional manner reflecting our core values and beliefs.

**Main Duties of the Post:**

**The duties and responsibilities of the post will be undertaken in accordance with the policies, procedures and practices of MAAC which may be amended from time to time.**

**Sales:**

- Achieve profit targets by maximising sales and minimising costs (but not to the detriment of staff/volunteer/customer experience).
- To maximise income generated by second hand donated goods, as well as merchandise good. This should be achieved through proactive stock generation, management, optimum pricing, processing stock to agreed levels and stock planning
- To achieve the required Gift Aid conversions rates and manage the Gift Aid process.
- To work with the online retail team to ensure stock is identified, listed on e-sales platforms, such as Amazon/eBay sites. Support with the fulfilment of orders as necessary.
- Implement daily floor walks, developing an action list, to ensure high standards are achieved and maintained.
- Ensure the high standard of service to customers that is expected by the MAAC is always maintained.
- Actively support any local fundraising promotions and campaigns.
- Implement any promotions in the store as directed by Head of Retail.

**Shop Premises:**

- Maintain a high standard of display, both in the window and internally.
- Ensure the sales floor layout is as per the current guidelines as agreed with Head of Retail.
- Achieve and maintain high standards of housekeeping, organisation and cleanliness throughout the shop premises.
- Keep merchandise clearly ticketed and priced.



**Trading hours:**

- Ensure that the opening/closing the shop and ensuring trading hours are strictly adhered to.

**Staffing:**

- Keep the store adequately staffed at all times in order to maintain appropriate levels of service produce robust shop rotas in advance.
- Promoting a happy working environment which enhances the experience for paid staff and volunteers.
- Inform the store team of business communications, promotions and information relating to the MAAC.
- Ensure that all MAAC policies are adhered to by staff.

• **Paid staff**

- Ensure all paid staff receive a monthly one-to-one meeting, which is fully documented and includes agrees actions.
- Train and develop paid staff, volunteers and agency workers to enable them to perform their jobs efficiently and effectively, by identifying any training needs.

• **Volunteers** - working with the Volunteer Manager you should:

- In order to achieve shop manpower target - actively facilitate the recruitment of volunteers. Continually working to ensure that retention rates are high.
- To carry out monthly volunteer meetings.
- Enable volunteer training and development

**Stock:**

- Actively encourage the public and commercial organisations to donate saleable goods.
- Ensure there is adequate stock of key items available at all times. (Store density).
- The role will require manual work, which include moving stock.
- Accurately record all donated stock by using the stores electronic stock capture and reporting system.
- Select and price stock at a consistent level in accordance with MAAC price guides.
- Rotate stock so that no items remain on the store floor for any longer than the agreed time limit.
- Comply with all instructions regarding the sales / ordering of new goods.
- To ensure that a stock check of bought-in goods (such as MAAC goods and accessories) is undertaken on a monthly basis, with a stock valuation produced for auditing purposes.

**Stock Generation:**

- Ensure the furniture collection operation is effective, ensuring that the driver/collector targets appropriate areas within the branch boundary.
- To undertake any other measures and procedures of procuring donated stock in order to ensure appropriate levels and quality of stock to maintain identified sales stock values and daily income.
- Actively generating donations through local community, businesses whilst building key partnerships through planned weekly stock generation activities.

**Administration and Financial Procedures:**

- Ensure that all staff are appropriately trained to sell electrical goods.
- Ensure all relevant administration is completed on time and according to the MAAC Manager's Manual.
- Ensure all financial, cash handling and security procedures are adhered to as per the MAAC Manager's Manual.

- Hold the keys of the store, inform the police/ alarm monitoring service of key holder's names and ensure that the store premises are secure whenever they are left unattended.
- Notify your line manager in the event of suspected theft or dishonesty by any member of staff.
- Ensure all staff and volunteers lock all purses and valuables in a locker.

**Regulations:**

- Provide a safe environment that protects all staff, volunteers and the public.
- Comply with all Health and Safety regulations as per MAAC Health & Safety Policy.
- Report any maintenance or Health and Safety issue in the store to the operational team at Head Office.

**Campaigns:**

- Educate the public and promote the good name of the Charity and the branch in general through the effective use of campaigns material in the shop.
- To support shop manager in planning for key events in advance within the local community, using street licenses to carry out fundraising activities and promote the charity events within the local community.
- Keep the shop community board updated on a regular basis as directed by the communications team.
- Support with promotional activity that will drive revenue in other business areas, such as data capture, Christmas promotion, income streams (e.g. Gift in Wills) general donate activity.

**Other duties:**

- To attend as requested meetings and development training courses and to undertake any other duties that may arise and fall logically within the remit of the assistant shop manager.

**The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties.**

### **ADDITIONAL INFORMATION**

This job description should be regarded as a guideline of the duties required and is not definitive. This job description is not intended to be an exhaustive list of activities, but rather an outline of the main areas of responsibility. The nature of the post and the organisation is such that duties may be reviewed in the light of changing circumstances following consultation with the post holder. The post holder will be required to adopt and undertake different or new duties as may be required in line with professional and service development.

### **CHARITY POLICIES & PROCEDURES**

All employees must adhere to and perpetuate all Charity policies and procedures including those relating to Fraud management, Information governance, Code of Conduct, Health and Safety, No Smoking at Work and Equal Opportunities in Employment; including responsibilities under the Disability Discrimination Act. Failure to do so may result in disciplinary action.

### **HEALTH & SAFETY AT WORK ACT**

The post holder is required to take responsible care for the health and safety of him/her and other persons who may be affected by his/her acts or omissions at work. The post holder is also required to co-operate with the charity to ensure that statutory and charity safety regulations are adhered to.

### **MANAGING RISK: MAINTAINING SKILLS & LEARNING FROM PROBLEMS**

Reducing risk is everyone's responsibility. All staff in the charity must attend training identified by the Chief Executive (or by the Business Manager). The charity uses risk assessments to predict and control risk and the incident reporting system to learn from mistakes and near misses and so improve the service provided.

### **CONFIDENTIALITY**

All employees must observe and comply with the requirements of the Data Protection Act 1998, and associated legislation, and with the Common Law Duty of Confidentiality. The unauthorised use or disclosure of donor, staff or other personal information is a disciplinary offence and also could result in a prosecution for an offence or action for civil damages under the Data Protection Act 1998 or associated legislation.

### **FREEDOM OF INFORMATION**

The post holder must be aware that any information held by the Charity in theory could be requested by the public, including emails and minutes of meetings. It is therefore essential that records are accurately recorded and maintained in accordance with the Charity's policies.'

### **CONTINUING PROFESSIONAL DEVELOPMENT**

There is a requirement to participate in the Charity's Personal Development and Review process. Personnel are required to attend training as required by the Charity to help them perform their role safely and competently and to ensure the safety of others. This includes induction and refresher training at charity set intervals, as defined in the Workforce management policy.

### **REGISTRATION**

If applicable, you are required to be fully registered with the appropriate association for your post and for you as post-holder. Failure to produce confirmation of current registration with the appropriate body will mean that you will not be permitted to commence (or continue with) your duties, nor will you be paid for those duties for the period of delay, until such time as you are able to provide this confirmation. **NB:** It is your duty to ensure that your registration is kept up to date.

### **DISCLOSURE AND BARRING SERVICE (DBS)**

Post holders whose work involve, or may involve, direct contact with vulnerable adults and/or children, and/or with access to managing accounts, are subject to DBS checks.

Where you work directly with vulnerable adults or children, under the conditions of the Rehabilitation of Offenders Act 1974, as amended, you are not entitled to withhold information about convictions which otherwise might be considered 'spent'.

### **TRAVEL TO OTHER SITES**

You may be required to travel to any of the airbase locations or locations where fundraising events take place. Please complete the travel expenses form. Expenses will not be paid where travel expense forms are not fully completed.

### **SMOKING STATEMENT**

The Charity is a NO SMOKING environment. Smoking in all areas of the building and premises is prohibited. Smoking may only take place in non-public areas.

### **DIVERSITY AND EQUAL OPPORTUNITIES**

The Charity welcomes all persons without regard to age, ethnic, or national origin, gender or sexual orientation, religion, lifestyle, presenting illness, marital or parental status or disability. We aim to provide a non-judgemental service at all times.