

**Job Title:** Shop Manager

**Reporting To:** Area Manager

**Job Summary:**

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

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 and motivate 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 Role:**

**The duties and responsibilities of the role 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 goods. 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 and sold through online channels ensuring maximum income for items is achieved. Support with the fulfilment of orders as necessary.
- Complete daily floor walks, developing an action list, to ensure high standards are achieved and maintained.
- Lead the team to deliver the highest level of customer service at all times.
- Actively support any local fundraising promotions and campaigns and build working relationships with local Community Fundraisers.
- Implement any promotions in the store as directed by the Area Manager.

**Shop Premises:**

- Maintain a high standard of display, both in the window and throughout the shop and back of house.
- Ensure the sales floor layout is as per the current commercial guidelines as agreed with the Area Manager.



- Achieve and maintain high standards of housekeeping, organisation and cleanliness throughout the shop premises.
- Keep merchandise clearly ticketed and priced in both front and back of house.

**Trading hours:**

- Ensure trading hours are adhered to at all times.
- Any shop closures will only be undertaken as a last resort (for example due to staff sickness). This change in trading needs to be agreed with either Head of Retail or a Regional Area Manager.

**The Shop Team - comprising of paid staff and volunteers:**

- Ensure the store is adequately resourced staffing at all times in order to maintain customer service levels and compliance standards.
- Promote an inclusive, positive and engaging working environment for all team members.
- Ensure that regular communications, such as Shop Team Meetings, take place in order that the store team are informed of business communications, promotions and information relating to the MAAC.
- Ensure any Safeguarding concerns are escalated urgently to Senior Management in order for the matter is reviewed and managed accordingly.
- Ensure that all MAAC policies and procedures are adhered to.

**Employees (paid staff)**

- Ensure all paid staff receive a monthly one-to-one meeting, which is fully documented and includes agreed actions.
- Coach, train and develop paid staff to be able to perform their duties efficiently and effectively.

**Volunteers** - in order to support shop operations, work with the Volunteer Manager to establish and grow a cohort of supportive volunteers from the local community. As part of this you should:

- Proactively recruit, train, develop and support volunteers based on organisational policy and process, so they add value to store operations and that individuals feel fulfilled when giving their time to the charity.
- Working with fellow employees, take all reasonable steps to provide a duty of care to volunteers in order to irradiate the likelihood of a volunteer related issues occurring.
- Ensure effective communications with volunteers, including lead monthly group volunteer meetings and one-to-one sessions.

**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 includes moving and sorting stock.
- Work commercially to ensure stock is priced competitively to raise maximum income.
- Ensure all stock is rotated in a timely manner as agreed with the Area Manager.
- Follow guidelines on receiving and selling all bought in goods.

**Stock Generation:**

- Ensure furniture collection and delivery guidelines are followed at all times.
- Proactively generate stock donations through local community engagement.

**Administration and Financial Procedures:**

- Ensure all relevant administration is completed on time and in line with MAAC Policies and Procedures.
- Ensure all financial, cash handling and security procedures are adhered to in line with MAAC Policies and Procedures.



- 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 Area Manager in the event of suspected theft or dishonesty by any member of staff.
- Ensure all team members lock personal items in a locker whilst on duty.

**Regulations:**

- Provide a safe environment that protects all staff, volunteers and the public.
- Safeguarding obligations - our duty of care to assist in the protection of individuals from harm, abuse and neglect (in accordance with policy and process).
- 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 and the Area Manager.
- Ensuring GDPR principles are adhered to at all times.

**Promotions and 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.
- 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) and 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 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.