



Job Description

ROLE TITLE:

Area Retail Manager

REPORTS TO:

CHIEF EXECUTIVE

PRIMARY PURPOSE OF ROLE:

Overall responsibility for all retail operations in the Charity and the identification of opportunities for development.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- To identify and maximise all sales opportunities within shops and centres
- To minimise expenditure to maximise profit
- To share best practice between shops
- Develop Church Knowle shop and assist other rescue centre managers with developing their retail areas
- To recruit, train and develop staff
- To review shop standards regularly and improve as required
- To ensure Health & Safety policies are implemented
- Ensure all shops comply with current legislation
- To control and purchase bought in goods and identify new lines for bought in goods
- To ensure good communication between shops and Head Office
- To identify potential new retail outlets and assist in business planning for potential profitability
- To support other areas of the Charity, and carry out other duties as required



REQUIRED COMPETENCIES: (Skills or attributes needed to undertake role competently)

Planning and Organising

- Regularly organises and reviews the workload of others
- Plans well in advance, sets realistic targets, builds in review, and monitors progress.
- Identifies critical milestones, potential risks and considers options
- Able to organise a number of major projects or activities running concurrently
- Juggles different demands and switches between them as appropriate
- Estimates resources required accurately
- Constantly monitors, analyses and reports progress identifies measurable outputs

Continuous Improvement

- Keeps fully abreast with industry developments. Able to coach others in the team.
- Actively encourages others to improve performance and develop
- Prioritises areas for improvement in line with goals and focuses on those that will give significant impact / difference.
- Encourages innovation and creativity in others. Actively supports staff in achieving / learning / development objectives through coaching and mentoring

Communication

- Conveys complex or technical information in a straightforward manner. Undertakes structured interview / questioning to gain consistent, detailed information
- Switches communication style and content according to audience. Uses influencing skills to explain complex issues to gain acceptance of proposals
- Displays tact and sensitivity. Negotiates working compromises to the benefit of all parties

Customer Focus

- Sets agreed service standards and measures of delivery
- Anticipates and preempts customer requirements
- Leads and manages others in a customer first approach, acting as a role model in demonstrating customer care principals
- Fully accepts legitimacy of customer needs and expectations. Focuses on delighting the customer with the service provided within the confines of profitability and capability.
- Looks to develop long term relationships by developing or recommending novel solutions



Financial and Commercial Awareness

- Awareness of relevant budgets and operates within these limits. Has overview level of the businesses financial position, and seeks to improve budget information available. Looks for cost savings / revenue generation opportunities
- Full understanding of links between individual, departmental and business goals. Aware of marketplace and changing commercial or competitive pressures
- Considers cost / benefits when making operational decisions
- Complete awareness and working knowledge of the legal processes for shop/s acquisition.

Achievement and Results Orientation

- Proactively identifies and pursues new opportunities
- Provides accurate forecasts and sets appropriate budgets
- Sets and agrees both short and long term objectives, and helps others focus on requirements / standards
- Analyses and evaluates previous plans before compiling new plans
- Takes on new business goals and devises effective functional plans
- Accepts and responds to all challenges

Teamwork and Leadership

- Gets out and about, is visible and accessible in the role; gets to know individuals in the team
- Fosters effective team working by involving all team members and adopting the appropriate leadership style to achieve the team's goals
- Sets tasks for team members to achieve current objectives and co-ordinates their activities effectively. Organises all resources efficiently and effectively. Good at managing and motivating people in team activities
- Empowers others by delegating all appropriate tasks and other responsibilities to them. Will obtain resources and information for the team so that its practical needs are met
- Fosters good relationships with other teams in the Charity



Qualifications, specific knowledge or experience required

- Total commitment to the Charity and its ethos
- Proven record of good interpersonal and communication skills
- Previous experience of retail management is essential
- Proven ability in charity retail environment is desirable
- Current, clean driving licence is required
- Proficiency in the use of IT software packages