

Job Description

Post Title:	Head of Retail
Accountable to:	Director of Operations
Responsible for:	Retail Development and Operations Manager Shop Managers
Location:	North/Midlands
Contract:	Full-time
Hours:	35 hrs per week

Main Purposes of the Job:

Devise and implement a retail business model and strategy for Life Charity

Develop, implement and monitor retail performance ensuring delivery of income targets and consistency of service

To identify industry trends, best practice and new initiatives to ensure the Life retail service remains competitive and responsive to changes in the market.

To design and implement an effective marketing strategy working closely with fundraising and communication colleagues to ensure a joined up approach to marketing, PR and income generation

To oversee all recruitment and induction processes and to line manage shop managers in selected regions, ensuring all staff and volunteers are properly trained and policies and procedures adhered to.

To review the volunteer establishment annually and to agree a volunteer recruitment and retention plan to meet needs

Key Responsibilities:

1. To develop a three year operational and service delivery plan for retail with a clear commercial focus. In conjunction with the Director of Operations, to establish clear performance targets for the retail service.
2. To be overall accountable for the income and expenditure budgets for retail.
3. To understand the charity, its purpose and values, and ensure there is understanding of retail at an executive level.

4. To ensure that the performance of the retail team is efficient, effective and delivered within budget and complying with all relevant regulations and legislative requirements .
5. To develop and implement strategies to increase net profitability seeking to identify ways to generate income from both existing and new areas of business.
6. To receive and analyse weekly financial outturns and to develop timely plans to manage slippage in performance with individual shops across the charity.
7. To ensure pricing policy for shops are used to maximise income generation.
8. To be responsible for ensuring that an effective system of stock distribution and rotation is in place and that all shops receive appropriate levels of stock and to implement strategies to increase stock donations.
9. To be accountable for all refurbishment and capital projects.
10. To develop opportunities for close working relationships between Pregnancy Matter, Life Matters and retail.
11. To raise the profile of the Life retail service in the Charity retail sector and to represent the charity at internal and external events as required.
12. To maintain personal and professional development to meet the changing demands of the job.
13. To ensure compliance with the charity's policies and procedures and that all work is undertaken in accordance with relevant codes of practice and legislation and ensure Safeguarding responsibilities are effectively delivered and in accordance with Health and Safety requirements.
14. Abide by and take responsibility for the implementation of LIFE's Equality Policy in all aspects of service delivery and working practice. Contribute positively to identifying and developing service improvements which respond to equality and diversity issues.
15. Work in accordance with the Data Protection Act 1998 and LIFE's Data Protection Policy.
16. Undertake any other duties that are essential to the job role.

Personal responsibilities:

- The post holder must assume responsibility for their own professional and personal development (supported by LIFE where appropriate) to ensure their continuing competence to deliver LIFE's requirements.
 - A key component of development is being fully aware of regulatory and legal requirements impacting on operational services and ensuring that all staff within those services, including retail, are aware of and deliver their individual responsibilities
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Corporate Behaviours:

All staff will be expected to:

- Work within the Charity's aims and objectives, upholding its vision and mission
- Demonstrate respect for others and value diversity
- Act responsibly in regards to the health and safety of themselves and others
- Focus on the service user and customer, both internally and externally at all times
- Make an active contribution to developing the service
- Learn from, and share experience and knowledge
- Keep others informed of issues of importance and relevance
- Consciously review mistakes and successes to improve performance
- Act as an ambassador for the Charity and maintain the highest professional standards at all times
- Use discretion and sensitivity and be aware of issues requiring total customer confidentiality
- Demonstrate a flexible approach to their work.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post holder will perform. The job description will be reviewed regularly and may be changed in light of experience and/or organisational requirements, and in consultation with the post holder.

Post Title: Head of Retail

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
Leadership		
Ability to lead inspire, motivate and develop staff at all levels	✓	
Skilled at building motivate teams committed to the vision and values of the Charity	✓	
Proven Track record in the dynamic and effective leadership of staff teams within the retail charity sector	✓	
Possessing the authority, presence and integrity to command respect from colleagues within the Charity, and from external contacts.	✓	
Communication		
Strong presentational skills and ability to promote the Charity with a wide range of individuals and external contacts		✓
Strong written and verbal communication skills	✓	
Working knowledge of all Microsoft Office applications	✓	
Experience of communicating effectively with supporters, clients, volunteers and other relevant bodies.	✓	
Commitment to developing an effective range of partnerships	✓	
Strategic Ability / Innovation		
Ability to be provide vision and strategic direction to the Retail Team	✓	
Experience in formulating and implementing strategy and delivering results of charity retail shops.	✓	

Personal skill characteristics	Essential (Tick)	Desirable (Tick)
Business Management / Experience		
A well-developed understanding of the dynamics of business and financial management within Retail charity Shops	✓	
Experience of significant involvement in the corporate financial management of an organisation, with substantial budgetary responsibility.	✓	
Current knowledge of all aspects of a retail business, practices, trends and legislation	✓	
Knowledge/Qualifications		
Degree or equivalent in a relevant discipline		✓
Significant management experience	✓	
Experience of managing an operational services	✓	
Through knowledge of retail best practice	✓	
Personal Qualities		
Committed to the vision, mission and values of the Charity as a pro-life charity.	✓	
A confident, independent and effective decision maker	✓	
Resilient and robust with a positive outlook	✓	
Energetic with a high degree of personal drive	✓	
Capable of delivering results to tight deadlines and under pressure	✓	
Strong intellect with the ability to interpret relevant information, analyse complex data, review alternative solutions and come to speedy, well informed conclusions.	✓	
Commitment to quality, customer service, best practice and best value in all aspects of the Charity's operation	✓	