



Job Description: Head of Retail

Reports to: Director of Fundraising & Communications

Responsible for: Retail Management Team, Shop Managers (and Assistant Managers), Retail Administrator, Warehouse Manager (and Warehouse Team)

Job Summary

To develop and deliver a plan to lead the Retail, Warehouse and Merchandising activities, meeting yearly net profit targets through a combination of sale of donated goods and use of electronic sales platforms.

Key Responsibilities

- To work with the Director of Fundraising & Communications, to develop and implement the strategy to maximise the net profits through retail and merchandising operations of the Trust.
- To provide professional leadership and direction to all members of the Retail Management, shop, and warehouse teams.
- To provide relevant and timely reports to the Director of Fundraising & Communications, Fundraising Management Team, Fundraising Retail and Marketing Committee, Trustees and Senior Management Team as required.
- To contribute to and participate in the Fundraising Management Team and Trust-wide Leadership Management Team.

Key Tasks

Shops / Merchandising

- To lead and implement the Retail strategy for the Trust, ensuring the appropriate location and number of retail outlets are in operation throughout the region to maximise profit and opportunity in all shops adhering to the agreed pricing, health & safety, and presentation standards – a significant amount of driving (visiting shops etc) is a large part of the role.
- To be responsible for managing the Retail operation of the Trust, ensuring that the appropriate staffing resources are in place to maximise profits, providing back-up where necessary.
- To work collaboratively internally to research and develop new shops liaising with external suppliers, contractors etc as required in line with the strategy.
- To manage the recruitment of staff with the support of the Retail Management Team and HR function as necessary, adhering to the Trust standards and policies.

- To train and develop all retail staff (including volunteers) on best practice regarding sorting, pricing, displaying stock, window displays, category and space management, maximising profit levels with the support of the relevant members of the Retail Management Team as necessary.
- To develop new shops liaising with external suppliers, contractors etc as required in line with the strategy.
- To manage the sourcing of goods for sale including donated goods and bought in merchandise.
- To participate in CRA, buying groups, attend relevant meetings, exhibitions etc, keeping abreast of best practice and buying opportunities.
- With the support of the Warehouse Manager to develop and manage an effective operational warehouse system for the collection, storage and delivery of donated goods and bought in stock.
- To provide accurate data and reporting on sales performance for the entire shops network.
- To be responsible for all aspects of administration of the Retail and Merchandising process, keeping adequate records, utilising IT systems as appropriate, responding to requests for management information both internally and externally as required.

Managerial

- To manage staff, conducting regular performance reviews and meetings, ensuring they have the resources and necessary training to operate effectively.
- To monitor and control expenditure from the budget and sign off all Retail invoices.
- To ensure that there is a mechanism in place which enables effective communication within the team, and other areas of the Trust, ensuring that everyone is aware of developments and progress. These include regular 1:1's, weekly team meetings etc.
- To work with other departments as necessary, particularly Fundraising, to implement programmes / events which integrate the activities of the Trust.
- To develop and manage alternative sales channels including the Naomi House website, E Bay, and local experts and auction houses; and to oversee the recycling operation including the Cycle Hub.
- To ensure that all premises are maintained to the highest standards, liaising with the Retail Maintenance Technician as required.
- To work closely with the HR Account Manager and Volunteer Services Manager, optimising relationships to ensure staff wellbeing and optimising key retail relationships across all staff.
- To ensure compliance with fire, health & safety policies, and other applicable legislation.
- To participate in cross functional forums as directed.

Personal

To be responsible for own personal professional development; keeping abreast best practice, networking with other hospices, external agencies, and associations.

Person Specification & Qualifications

- A strong communicator, able to confidently liaise, engage, influence, and negotiate
- Proven experience in a senior Retail Management role
- Excellent communication and presentation skills
- IT literate and able to use standard Microsoft office products including Word and Excel
- An empathetic and understanding nature but respecting professional boundaries
- Ability to work on own initiative and effectively plan, prioritise, and organise own workload

- Excellent problem-solving skills
- A full clean driving license is essential as there is significant travel involved
- Proven ability to work in a fast-paced environment and to deliver within agreed timescales
- Able to work flexibly in line with business requirements, including regional travel
- Calm outlook with a good sense of perspective and degree of self-awareness

This job description does not attempt to describe all the tasks and responsibilities of the post, but rather illustrates with examples the main role of the post-holder. It is therefore subject to alteration and development and will be reviewed jointly with the post-holder and the Director of Fundraising & Communications.