



JOB DESCRIPTION

Job Title	Retail Manager
Reports to	Regional Manager
Salary spine point	12

Job Role

The Retail Manager is responsible for the effective management of a designated store. This includes the attraction and retention of the retail store team, encompassing paid employees and volunteers, and the ongoing leadership, coaching and development of the store team to maximise sales and profit.

The Retail Manager is required to develop and maintain a comprehensive understanding of the local retail market, developing relationships with key stakeholders, and to identify opportunities for improved brand awareness, fundraising impact and customer retention.

Organisational responsibilities

Values: Our values underpin our purpose, and all employees are expected to ensure their behaviour and conduct is, always, in accordance with the values. Working together with a common goal and objective ensures we can continue to deliver the high-quality care our patients and their families have come to expect of us.

Policies and procedures: It is the responsibility of employees to ensure they are aware of and comply with the policies and procedures relevant to their job and employment. All employees must be familiar with and operate in accordance with confidentiality and safeguarding policies, at all times during their employment.

Health, Safety and Wellbeing: All employees are expected to conduct their work in a safe manner and with consideration to how others may be affected by their work activities. All activities must be in accordance with the Health & Safety Policy and guidelines.

Ambassador: We are all ambassadors for Cornwall Hospice Care and must ensure that whenever possible, we positively promote our purpose and values to the wider public.

Job specific duties and responsibilities

1. Efficiently and effectively manage the designated store with the objective of maximising income and profit for Cornwall Hospice Care.

2. Apply local market knowledge to plan and merchandise the store, creating a vibrant and enticing store environment to increase foot traffic.
3. Create and maintain a harmonious and welcoming atmosphere that enhances the profile and reputation of Cornwall Hospice Care and its services and contributes to the ability to attract and retain employees and volunteers.
4. Develop and maintain effective internal and external stakeholder relationships.
5. Coach and develop team members to ensure the delivery of service excellence, to customers both internal and external.
6. Routinely monitor sales and profit figures to identify and implement strategies to improve store performance.
7. Utilise stock control procedures to ensure the store has suitable stock density and availability of new and donated goods, aligned to local market insights.
8. Maintain knowledge and awareness of local and national trends in the Charity and mainstream retail sector to identify opportunities for improved brand awareness and store performance.
9. Adhere to organisational guidelines for all branding and promotional activity to contribute to the Charity brand image and reputation.
10. Attract and retain skilled and enthusiastic employees and maintain engagement through the completion of induction and on-going training, probation and development reviews and employee management processes.
11. Recruit and retain volunteers to support and supplement paid team members.
12. Implement and maintain effective volunteer management practices, to ensure ongoing engagement with the store and Cornwall Hospice Care.
13. Maintain and utilise effective communication channels, to ensure up-to-date and accurate information is cascaded to all team members in a timely manner.
14. In collaboration with the Cluster Manager produce employee and volunteer rotas, ensuring adequate resourcing to meet agreed trading patterns.
15. Adhere to all internal financial management procedures and ensure all team members are aware of and comply with the same.
16. Lead and promote good Health and Safety practices within the store and in compliance with Cornwall Hospice Care Health and Safety policies and procedures.

General

This job description is intended to provide an outline of the duties and responsibilities of the post and is not exhaustive and may be amended periodically as necessary.

The post holder may be asked to undertake other duties within the general level and scope of the post and to work at other Cornwall Hospice Care sites as required.