

Role Profile



St Nicholas Hospice Care is a local charity providing help, advice and support to people in West Suffolk and Thetford, who are facing dying, death and grief.

Job Role	Retail Area Manager
Department	Retail
Reports to	Head of Retail
Location	Barton Road/St John's Street/Donation Centre

Background Information

Our shops are part of a Retail Team that generates an income of over one million to support our services for people and their families living with long-term and life-threatening illnesses. St Nicholas Hospice Care shops are located across West Suffolk as well as our online eBay and Amazon shop and Donations Centre. As well as generating income, they support the local community and signpost to Hospice services.

Job Summary

To maximise sales and profitability in both shops and the Donation Centre by leading the teams, managing the Shop Managers (St John Street and Barton Road), Donation Centre Manager and E-Commerce Manager. Lead, motivate and train teams to achieve sales targets whilst providing high-quality customer service. Set clear objectives leading the teams with drive and passion and to provide support as deputy for Head of Retail.

Actively support and model the SNHC Values: **Compassion**, **Accountability**, **Respect** and **Equity**.

Key Accountabilities & Responsibilities

Shop Operations

- To achieve sales and profit targets through being proactive whilst controlling costs in all locations
- Overall responsibility for opening and closure of both shops and donation centre working with the Shop Managers (St John's Street and Barton Road)

- Overall responsibility for ensuring that E-Commerce strategy and sales targets are achieved across the whole organisation (not limited to Bury St Edmunds location)
- Responsible for procuring stock in a partnership with Donation Centre Manager
- Promote events via social media in partnership with Marketing
- Responsibility for overall promotion of the shops to commercial retailers in partnership with Marketing
- Oversee the warehouse and sorting area and manage the Donation Centre Manager
- Support the resolution of significant operational issues that arise across both shops and the donation centre. Act as main key holder and delegate key holding to other staff and volunteers within the procedural guidelines
- Maintains the highest standard of cleanliness and merchandise presentation standards at all times
- Overall responsibility for ensuring that all donations are stored and handled using the correct procedures
- Overall responsibility for ensuring the shops meet/exceed sales targets and Key Performance Indicators
- Monitor seasonal space to sales planning
- Supporting managers in an effective shop floor layout driven by sales and space planning
- Overall responsibility of ensuring that trading standard regulations are applied in both shops and donation centre, ensuring staff and volunteers are aware of these
- Maintain an awareness of developments in local shops, especially in the charity sector, updating the Head of Retail as required
- Initiate marketing campaigns and sales promotions to increase sales and footfall
- Ensure the shop is competing effectively with local competitors
- Promote the store in the local community through initiatives, for example, initiating stock appeals by writing to a local paper or working with local schools
- Brief the Head of Retail at regular agreed intervals on progress in the area and E-Commerce
- Analyse range of information whilst comparing range of options for two shops, donation centre and e-commerce and propose actions to the Head of Retail for improvements in shops operations
- Responsible for planning and organisation of various activities and programmes across both shops, donation centre and e-commerce and to prioritise and adjust plans taking into consideration unpredictable circumstances
- Attend meetings and contribute to hospice strategy and policy making as required
- Work with the e-commerce department and analyse price points

Customers and Donors

- Provide excellent customer service both internally and externally
- Deal with complaints effectively
- Drive Gift Aid sales, explaining the benefit to the charity
- Maintain and develop good channels of communication with customers and colleagues in other shops, local communities and organisations
- Explain the mission and ethos of the Hospice to customers and donors

Building Security, Health and Safety

- Overall responsibility for two shops and donation centre in ensuring the security of shop takings, following policy and procedures
- Ensure that security procedures are understood and implemented by all staff and volunteers
- Out of hours key holder for emergencies as and when required.
- Overall responsibility for administration tasks to be carried out to set deadlines
- Action a weekly health and safety checklist to be discussed at 121 with the Head of Retail
- Ensure protective clothing is worn if carrying out hazardous tasks
- Ensure St Nicholas Hospice Care (SNHC) policies and procedures are adhered to at all times, in relation to health and safety, shops security, recruitment and completion of administration.

Staff and Volunteers

- Overall responsibility for recruitment, retention and development of staff and volunteers for both stores and the donation centre
- Line management of two Retail Shop Managers, Donation Centre Manager and E-Commerce Manager through a 'hands on' approach
- Support the induction, training and development of staff and volunteers, ensuring they have the skills and knowledge to fulfil the requirements of the role.
- Lead and develop the staff/volunteer team, encouraging effective communication, setting objectives, initiating work plans and helping to foster a positive team spirit through regular team meetings
- Ensure all staff and volunteers maintain a high standard of customer care
- Ensure the shop is adequately staffed at all times and establish appropriate rotas for staff and volunteers
- Ensure all staff and volunteer purchases are processed and recorded following policy and procedure
- Ensure all staff and volunteers comply with Health and Safety and associated policies.

Stock

- Communicate with the Donation Centre Manager arranging delivery and collection of stock
- Maintain effective stock management and merchandising, focusing on furniture and bric-a-brac and clothing in both shops
- Control pricing items for sale, ensuring the highest possible resale value of donated stock
- Ensure all stocks are secured safely
- Control stock density and rotation
- Initiate local stock and sales promotions
- Complete stocktakes, following policy and procedure
- Minimise stock loss through fraud prevention including internal/external theft.

Loss Prevention

- Ensure that there is always a member of staff/volunteer on the shop floor and at the till point
- Ensure till checks are carried out thrice weekly
- Random checks of volunteer bags on leaving the premises as and when appropriate
- Comply with any test purchasing results that may be carried out by an external agency

Key Working Relationships

Internal

- Wider Retail team – daily in context of role and support
- Fundraising team – occasionally to support fundraising efforts on and off site
- Facilities team – occasionally regarding site maintenance
- Finance team – occasionally regarding accounts
- HR team – occasionally in context of role and support

External

- Customer and Donor – daily within the shop
- Contractors – occasionally for maintenance
- Landlord – occasionally for site visits/inspections

Job Scope

Decision making level	<ul style="list-style-type: none">• Daily decision making in relation to prioritising work load for self and teams
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	<ul style="list-style-type: none"> • Seasonal shop sales to space planning • Contributes to decisions to improve systems and processes, proposes changes to the Head of Retail • Responsible for staffing rotas • Problem solving non routine and complaints and escalating to the Head of Retail when needed • Provide support as deputy for Head of Retail in their absence (as delegated)
Financial resources	<ul style="list-style-type: none"> • Income budget up to £750,000 Controlling costs to budget • Overall responsibility for profit and loss • Overall responsibility for stock control new and donated goods
Other resources	<ul style="list-style-type: none"> • Building maintenance, repair and security • Shop equipment • Responsible for the ordering of shop consumables
People management	<ul style="list-style-type: none"> • Line management of two shop managers, donation centre manager and E-commerce manager • Performance management and development of team • Responsible for recruitment and training of team
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Daily decision making in relation to prioritising work load for self and team • Seasonal shop sales to space planning • Contributes to decisions to improve systems and processes • Responsible for staffing rota's

Person Specification

Knowledge, qualifications and experience, skills and abilities

Required

- Requires extensive experience (ideally have at least five years) of working in and managing a diverse team of staff and volunteers and managing multiple business streams
- Strong results at GCSE and A-level, alongside a relevant degree or equivalent vocational qualification
- Track record of achieving sales targets and careful control of expenditure achieving good ROI figures
- Excellent communication skills
- Excellent organisational and planning skills
- Excellent administration skills

- Ability to work on own initiative
- Numerate with the ability to analyse financial data
- IT literate
- Experience of training staff
- Be able to meet the physical demands of the role
- Full driving licence with ability and willingness to use own vehicle

Desirable

- Furniture retail experience
- NVQ level 2 in Retail management or willingness to work towards qualification
- Knowledge of EPOS systems
- Ability to recognise stock potential to generate income
- Basic knowledge of Health and Safety in the workplace
- Experience of working with volunteers or working as a volunteer
- Charity retail experience

Other

Requirement to work weekends and some unsociable hours as directed by your line manager.

Flexible approach to working hours and cover at other shops when required.

Standards and Expectations

Policies and Procedures

All Hospice employees are expected to follow policies, procedures and guidance as well as professional standards and guidelines.

Confidentiality / Data Protection

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person. You should make yourself aware of the requirements of

the Data Protection Act and follow hospice procedures to ensure appropriate action is taken to safeguard confidential information.

Health and Safety

You are required to take reasonable care for your own health and safety and that of others who may be affected by your acts or omissions and you should ensure that statutory regulations, policies, codes of practice and safety and good house-keeping rules are adhered to, attending training as required.

Safeguarding and Mental Capacity Act

All employees have a responsibility to safeguard and promote the welfare of adults, children and young adults. It is essential that all safeguarding concerns are recognised and acted on appropriately in line with the policies and training. You must ensure you always act in the best interests of any person lacking mental capacity.

Infection Control

All employees have personal responsibility for Infection Prevention and Control practice. You should ensure you are familiar with, and comply with, all relevant Infection Control policies and training for minimising the risk of avoidable Infection.

Equality and Diversity

We recognise and encourage the valuable contribution that people from all backgrounds and experiences bring. You will treat all individuals on the basis of merit and without prejudice.

Volunteer Assistance

The Hospice has the advantage of being supported by many volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job and at all times you will be expected to treat volunteers with respect and value their contribution.

Job Description

This job description is not intended to be restrictive and should be taken as the current representation of the broad nature of the duties involved in your job and needs to be flexible to cope with the changing needs of the job and the Hospice.

Values

Our core values guide the way we work together to care for our people and support their loved ones. Our values, which are rooted in the charity's early days, create our culture and are a combination of all our actions, behaviours and decisions.

Our values are Compassion, Accountability, Respect and Equity.

May 2025