



JOB DESCRIPTION

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| Job Title: | Charity Shop Manager |
| Department: | Bath Cats & Dogs Home Trading Ltd |
| Reports to: | Retail Operations Manager |
| Responsible for: | Assistant Shop Managers & Volunteers |
| Grade/Role: | Grade 3 |

Bath Cats and Dogs Home is committed to the welfare of companion animals; to rescue, rehabilitate and re-home pets who are unwanted and far too often neglected or mistreated and to promote responsible pet ownership through education.

All staff are committed to deliver first class customer care to all visitors and supporters (throughout daily activities) in order for the Home to successfully continue to re-home animals and to have the long-term support of the communities we operate within.

1. Purpose of the job

To optimise sales and profit through BCDH's shops through effective use of all available resources whilst ensuring the highest levels of customer service. Ensuring sales targets are met whilst successfully managing and motivating a team of volunteers and staff. Promoting the Home and enhancing its reputation, raising awareness of its work, ways to support the charity and the need for donations.

The Retail Manager role is a key position within the charity's trading company with the direct ability to influence the overall profitability of the organisation via both shop and ecommerce sales. The post holder will be expected to work closely with the Retail Operations Manager to deliver short, medium and long term profits and strategies for its shop and ecommerce sales.

2. Principle tasks

- Achieve and exceed agreed income targets through encouraging proactive stock and donation generation and sales through both shops and ecommerce.
- Effective management and sorting of stock including accurate and optimum pricing, ability to maintain a well organised stockroom and optimum floor layouts and planograms in agreement with Retail Operations Manager.
- Maximise shop sales by maintaining a high levels of shop presentation through the use of creative merchandising, housekeeping and creative window displays to agreed standards and structures. Working with the Retail Operations Manager to agree and meet KPIs.
- Provide excellent customer care through high levels of service, paying attention to customers and donors in a courteous and friendly way at all times and referring any complaints or feedback in a timely manner to the Retail Operations Manager for logging, to agree next steps and resolution.
- Recruit, manage, motivate and train a team of volunteers who will be positive brand ambassadors for the Home and to co-ordinate and produce workable volunteer rotas to assist with the general running of the shop.
- To be responsible for the safety of the shop and its contents and opening and closing at agreed times ensuring opening hours are adhered to. Willingness to open the shop and arrange responsible cover as and when required to meet the business' needs during busy or seasonal periods.
- Arrange monthly shop management and volunteering rotas in advance and communicate these to the Retail Operations Manager as requested.
- Ensure all banking duties and stock takes are completed accurately and on time and as agreed with the Retail Operations Manager.
- Produce regular reports as requested by the Retail Operations Manager and Head of Fundraising & Trading including weekly trading reports.
- To take all reasonable precautions for the safety of stock, cash and IT equipment without putting self, staff or volunteers at risk.
- Ensure that any personal or financial data is held securely and that processes are GDPR compliant including Gift Aid data.
- To maintain good public relations and networking in the local area and area surrounding the shop.
- Ensure a constant supply of high-quality donated goods through running donation drives and advertising within the shop windows to encourage new donors.
- Ensure a stream of high-quality items are generated through the shop and transferred to the Home to contribute to our online /mail-order sales.
- To take responsibility for the security, accounting, merchandising and stock-taking

of bought in and new goods via the Retail Operations Manager.

- To be responsible for monitoring and restricting pilferage of all merchandise from the moment it arrives on the premises until either sold or disposed of.
- To ensure that all shop administration is neatly and accurately completed and sent or stored as required by the Retail Operations Manager.
- To maintain a clean, tidy and safe environment for customers, staff and volunteers in both shop and staff only areas. Promote and maintain safe working practices throughout the shop and staff areas.
- Any other duties reasonably required by the Retail Operations Manager and/or the Head of Fundraising & Trading.

3. Knowledge, skill and experience

Education qualifications:

Desirable:

- Educated to GCSE level (or equivalent) in Math & English.

Professional/Technical Qualifications/Skills:

Essential:

- Customer service skills

Desirable:

- IT qualifications
- Customer Service qualifications
- Management qualifications

Experience:

Essential:

- Proficient in Microsoft packages particularly Outlook, Excel & Word
- Retail or Charity Retail experience
- Customer service skills
- Personable and a good communicator

Desirable:

- Interest in fashion and homeware trends

- Leadership skills
- EPOS experience
- Visual merchandising experience

Competencies:

Planning & Decision Making:

- Managing change to include strategic planning and effective decision making.
- Creative ideas and execution, forward thinking and influencing skills.
- Demonstrable ability to make informed and well-judged ethical choices/decisions.

Delivering Objectives:

- Commercial Awareness/Achieving Commercial Outcomes.
- Managing Customers and colleagues.
- Task focused, ability to prioritise, analytical and organisational skills, problem solving.

Personal Effectiveness/Engaging People:

- Leading and communicating.
- Individual Responsibility/Personal Awareness.
- Team Focused/Collaborative.
- Developing Others.
- Demonstrating and understanding Diversity - valuing and respecting different views and ways of working, respecting confidentiality and encouraging new ideas within all aspects of the Home.

4. Organisation

Bath Cats & Dogs Home Trading Ltd is a wholly owned subsidiary of Bath Cats and Dogs Home, operated by RSPCA Bath & District Branch.

5. Job Context

Work is carried out within general guidelines in accordance with the relevant Home policies and procedures.

6. Additional information

- The post holder must embody Bath Cats & Dogs Home's ethos and values related to animal welfare.
- The post holder may be required to attend training courses which will involve travel.
- The post holder may be required to drive the Homes vehicle on matters of business.
- The post holder may be required to cover other shops as & when required by the Retail Operations Manager.
- This role requires a considerable amount of physical activity, including some heavy lifting.