



JOB DESCRIPTION

Post Title: Retail Trainee Manager

Responsible To: Retail Area Manager

Accountable To: Head of Retail

Overall Purpose of the Role

To participate in managerial development and training experiences, learn and enhance new skills, and demonstrate increasing proficiency and expertise with managerial responsibilities, to allow you to future manage your own St Luke's shop.

The role will prepare you for the decisions you will be making, and the actions you will be taking in the areas of people management, operations management, and merchandising management when you assume the role of Shop Manager.

You will be expected to meet agreed performance and development targets and act as a St Luke's ambassador in the community.

Key Responsibilities

1. Income & Budgets

- 1.1 To learn and understand shop profit and sales targets and manage budget expectations.
- 1.2 In liaison with the Retail Area Manager and Head of Retail, know how to plan, record, monitor and control a shops income and expenditure budgets. Prepare to take a leading role in identifying areas of opportunity for sales and donation growth, and cost reduction, by preparing reports such as 'SWOT analysis' to support decision making.
- 1.3 Work towards achieving and exceeding budget figures, and be able to proactively address any shortfall in sales with support from the Retail Area Manager.
- 1.4 To work towards recognising the ideal stock levels on the sales floor to maintain a profitable shop.

- 1.5 To be aware of tactics to increase high quality donations and develop visual merchandising skills to display the range creatively.
- 1.6 Develop measures to achieve the targeted Gift Aid conversion rates and manage the Gift Aid process effectively and efficiently.
- 1.7 Develop skills to research, monitor and implement pricing structures to ensure price levels for the shop maximise profit. (e.g. to include seasonal changes, external events etc.).
- 1.8 Have an awareness of annual promotions to prepare a commercial retail calendar, to maximise shop profit.
- 1.9 Research and monitor competitor activities and industry trends, to develop and implement innovative sales, merchandising and donation strategies to increase brand awareness, footfall and sales.
- 1.10 Learn how to use management information and reports to ensure the sales floor is laid out to:
 - Maximise stock and sales opportunities.
 - Ensure that promotions are effective.
 - Ensure that staff and volunteer levels are in line with sales patterns.
- 1.11 Maximise the value of donated stock by identifying, researching and listing for Etrading channels.

2. Customer Service/ Public Relations

- 2.1 Always deliver excellent customer service, and develop skills and techniques to overcome difficult situations and turn them into a successful outcome.
- 2.2 Proactively promote St Luke's campaigns and core messages as directed by RAM or Head of Retail.
- 2.3 Act as a local St Luke's Ambassador in the local community, ensuring that all customers are valued by staff and volunteers, and consider and explore how links with local businesses and organisations can be publicised positively.
- 2.4 Enhance the St Luke's image by developing a professional retail service, ensuring that all queries about St Luke's services are answered promptly and information held is current, knowing when and who to escalate too.
- 2.5 Ensure that you are fully briefed on St Luke's developments, work, campaigns and success stories by maintaining good admin practices.

3. Merchandising and Premises

- 3.1 Learn and establish skills, and techniques in visual merchandising to create innovative displays and maximising use of window and internal display opportunities to increase interest, footfall and sales.
- 3.2 Learn and develop how to lay out a commercial and profitable shop with guidance and support with the use of the retail sales information.
- 3.3 Develop and maintain excellent use of Point of Sale (POS) to highlight and advertise St Luke's asks and know the importance of doing so.
- 3.4 Be aware of maintaining a high standard of housekeeping and cleanliness throughout the shop.
- 3.5 Ensure that all training is completed so that statutory responsibilities are met, including Fire and Health & Safety Regulations.
- 3.6 Build up to be a designated key holder, confident in opening and closing the premises for trading hours.

4. Stock

- 4.1 Developing and implementing techniques to increase high quality local donations and by liaising with the RAM when required.
- 4.2 Be able to monitor donations levels accurately and assess quality expectations.
- 4.3 Know how to Monitor and rotate stock so that no items remain on the shop floor longer than agreed time limits and it is processed efficiently. Assess the correct rotation of stock for the shop including transferring stock to other shops as necessary.
- 4.4 Be aware of the stock sorting areas and that they are organised efficiently and safely at all times.
- 4.5 Fully understand the stock ordering system and the working procedures of the donation centre.
- 4.6 Use management information and reports available to ensure the shop stock is displayed proportionately, price ranges are in-line with optimum levels, trading hours reflect sales trends and staffing/volunteers levels are in-line with operational requirements.
- 4.7 Ensure that the shop is not selling unauthorised/prohibited stock and know what to do when it is donated.

- 4.8 Develop skills to manage staff and volunteers to accept, sort, price and display stock in accordance with St Luke's guidelines, acknowledging receipt and arranging collection and deliveries where necessary.
- 4.9 Receive and implement training of the new goods stock ordering system for resale with advice from the Retail Area Manager, and hit agreed new goods sales targets.

5. Team and Cost Management Responsibilities

- 5.1 Recognise how to lead by example and adhere to all hospice and retail policies and procedures.
- 5.2 Know how to achieve cost budgets.
- 5.3 Be able to compile and manage a team rota, ensuring the shop is sufficiently staffed at all times, whilst allocating workloads fairly and consistently.
- 5.4 Develop and be confident to manage all shop resources effectively including shop consumables and meet expenditure targets.
- 5.5 Develop skills in recruiting, training and managing teams to ensure staffing levels are in line with requirements and forward plans. Be able to create and lead a pro-active plan to attract new volunteers to the shop in line with the volunteer department, following the volunteer journey procedures.
- 5.6 Know how to utilise and develop the skills of a team, to ensure they are engaged in all areas of the retail operation, identifying their strengths and development needs.
- 5.7 Feel confident in undertaking review's for all staff that you have responsibility for, in line with St Luke's procedures. Develop own skills to coach the entire team on effective sales, service, security and stock management functions.
- 5.8 To know what SMART objectives are and be confident in reviewing these for staff that you have responsibility for.
- 5.9 Attend training, and coaching courses as are highlighted for development, including all relevant retail meetings, budget meetings and any other meetings on behalf of St Luke's as indicated by the Retail Area Manager.
- 5.10 Develop confidence to conduct regular team meetings within the shop for staff and volunteers, updating them on the progress St Luke's and the retail department.
- 5.11 Develop knowledge of best practice for Gift Aid and EPOS procedures.

6. Administration

- 6.1 Ensure all daily administration is completed, actioned, mailed and filed securely and correctly within St Luke's guidelines.
- 6.2 Ensure that all St Luke's administrative and financial procedures are followed, including banking, weekly returns, maintenance of petty cash account, performance returns, and volunteer records.
- 6.3 Ensure that all electronic records and e-mails are actioned or responded to appropriately and within timeframes set, complying with the data protection act and hospice security procedures.
- 6.4 Compile and present management reports as required to support in self development.

7. Security

- 7.1 Be security conscious at all times.
- 7.2 When a key holder, ensure all premises are secure and report any concerns to Line Manager.
- 7.3 Ensure that all staff and volunteers follow the correct cash handling and stock handling procedures within the shop at all times as per training.

8. Other Responsibilities

- 8.1 Work closely within the retail team, the Retail Area Manager and Head of Retail to ensure development progression is achieved.
- 8.2 Undertake any other appropriate duties required to support performance targets and development.
- 8.3 Travel within the region where required for training activities and support.
- 8.4 Be willing to take advantage of any training and development opportunities which are relevant to your role.
- 8.5 Co-operate and liaise with departmental colleagues.

9. General

All St Luke's employees are required to:

- 9.1 Abide by the Health & Safety at Work Act.
- 9.2 Attend mandatory training annually.

- 9.3 Respect confidentiality applying to all Hospice areas.
- 9.4 Work within Hospice policies and procedures.
- 9.5 Comply with the Hospice no smoking policy.
- 9.6 Participate in and contribute to team meetings.
- 9.7 Co-operate and liaise with departmental colleagues.

All St Luke's employees are expected to:

- Demonstrate a commitment to their own development, to take advantage of education and training opportunities and develop their own competence.
- Support and encourage harmonious internal and external working relationships.
- Make a positive contribution to fundraising and raising the profile of the Hospice.

Our Values

The Board and Executive agreed St Luke's organisational values in 2015 ensuring they reflect our culture and what we want to achieve together. We have four simple values which set out how we work together to achieve success at St Luke's.

No matter what area of St Luke's we work in and no matter who we work for, we are committed to the following ways of working:

- Compassionate
- Dignified
- Inspired
- Pioneering

Values are really important throughout every team here at St Luke's, we are all responsible for ensuring our values are displayed and to ensure they form a core part of everything that we do at St Luke's. They influence our behaviours, our language, the way we interact with each other as employees and also as human beings. In bringing our values to life, we have created a booklet entitled 'The Little Pink Book' which supports all of us at St Luke's in helping us to put our values into action through our behaviours every day.

We expect staff to familiarise themselves with our values and the expected behaviours, and to ask if they feel these conflict in any way with their roles. These values and behaviours will be used as a reference in our day-to-day working lives, and how we respect St Luke's and those associated with it.

This Job Description is not exhaustive. It will be subject to periodic review and may be amended following discussion between the post-holder and employer.

Date agreed: July 2021

Next Review date: July 2022